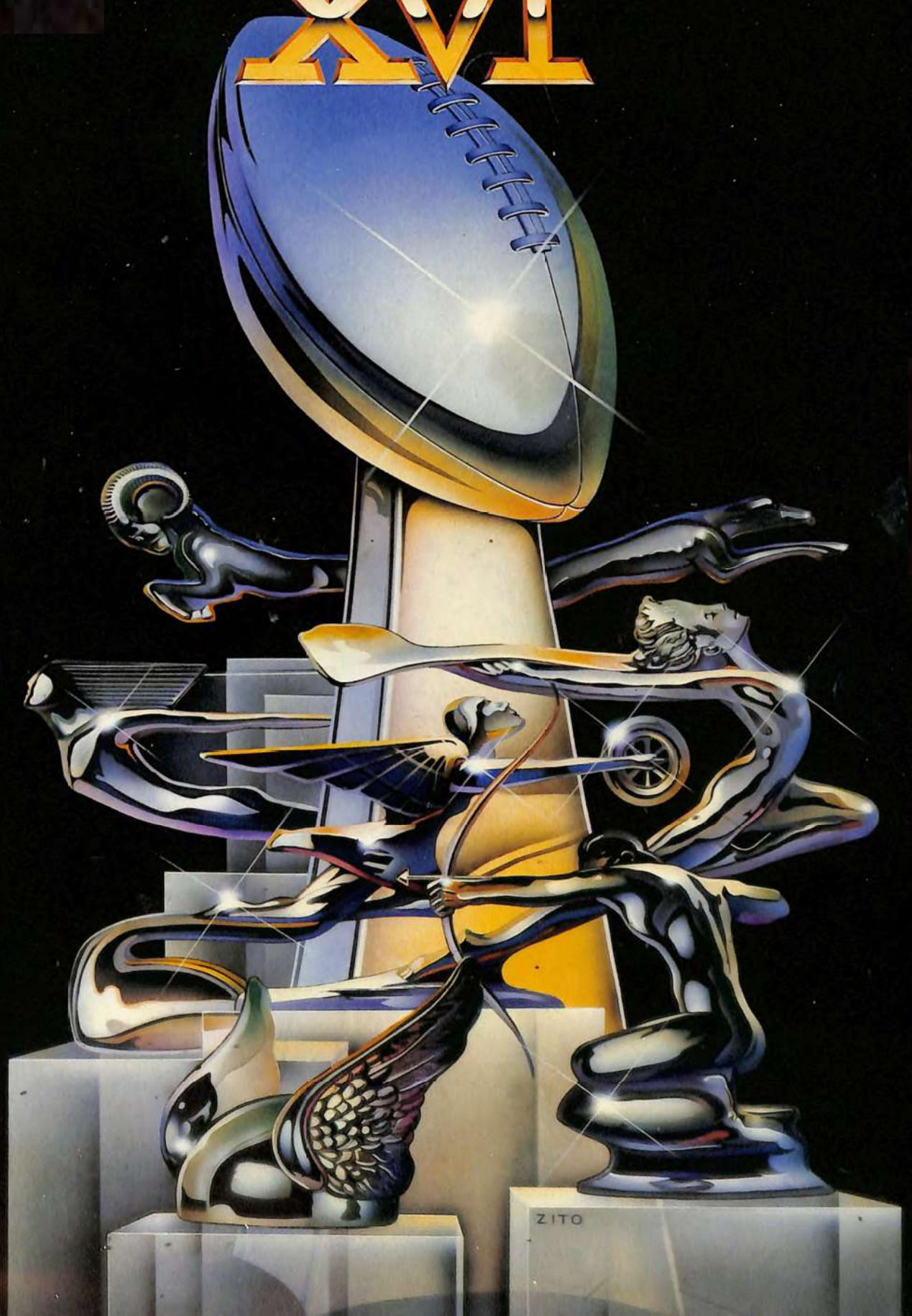
AFC Versus NFC for the NFL Championship and the Vince Lombardi Trophy
Sunday, January 24, 1982 4:00 P.M. Pontiac Silverdome, Pontiac, Michigan
An Official Publication of the National Football League $3.00

SUPER BOWL XVI



© 1981 VOLKSWAGEN OF AMERICA

How the Rabbit works: The Diesel.

Nothing else is a Volkswagen.

Oil is a natural liquid energy-storage system. It is produced by burying undecomposed organic matter under hundreds of tons of pressure for 200 million years. Prudence dictates that we use it sparingly.

Which is the fundamental advantage of Dr. Rudolph Diesel's compression ignition engine.

The engine can have all the air it wants, but only enough fuel to accomplish the job at hand. At idle, that can be as low as 4 tablespoons an hour. Although very efficient, it is also very slow and heavy.

To address these disadvantages, VW introduced the lightest 4-cylinder Diesel ever produced. A wider power band and substantially improved performance were provided by a new swirl-chamber, aluminum cylinder head.

If all you want is to be prudent, all Diesels should be of passing interest. If you're interested in passing too, there is only one choice.

The Rabbit Diesel. Also known as the best mileage car in America.*

*EPA estimated 45 mpg 58 highway estimate. (Use "Estimated mpg" for comparisons. Your mileage may vary with weather, speed, and trip length. Actual highway mileage will probably be less.)

RINGTHEBELL on Archive.org

Taste!

You be the judge. Discover why more V.O. is bought than any other imported distilled spirit in America. More than any Scotch, Canadian, Rum, Gin, Vodka, Tequila.

VO

Enjoy our quality in moderation.

CANADIAN WHISKY. A BLEND OF CANADA'S FINEST WHISKIES. 6 YEARS OLD. 86.8 PROOF. SEAGRAM DISTILLERS CO., N.Y.C.

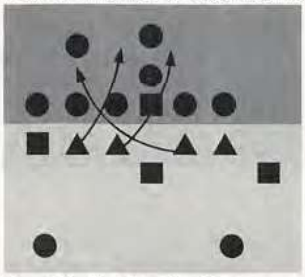
Timeless Some pleasures never grow old. Like the bracing sting of a seawind. Or the soft warmth of woolen suit separates from Imperial by Haggar®. Imperial uses fine Australian Merino wool-blends. Because wool endures beautifully. So does classic Imperial styling designed to stand the test of time.
Imperial®
BY HAGGAR®
RINGTHEBELL.ORG on Archive.org
Shown: Classic oxford gray pinstripe suit separates, 55% Dacron® polyester and 45% worsted wool. Suggested retail prices: Coat, $100. Vest, $30. Slacks, $44. About $174, the suit.

Contents

SUPER BOWL XVI MAGAZINE

On the Inside 6
Game Facts 8
Official Signals 10
Sidelights 13
Insight 17
Super Bowl Trivia 18
Super Bowl Scene 23
XV Going on XVI: A Look Back 31
Super Bowl Records 65
The Scouting Report 73
AFC Champions 74
NFC Champions 76
Rushing Offense 78
Passing Offense 80
Rushing Defense 82
Passing Defense 84
Kicking 87
Turnovers 88
How the Champions Were Built 90-91
The Coaches 90-91
AFC Champion Player Photos 93
AFC Champion Alphabetical Roster and Three-Deep Lineups 96
Starting Lineups and Numerical Rosters 98-99
Officials for Super Bowl XVI 99
NFC Champion Alphabetical Roster and Three-Deep Lineups 101
NFC Champion Player Photos 103
Bobby Layne: A Leader Then, A Legend Now . . 107
The Sixty-Second Year: 1981 NFL Season Review 113
1982 Pro Bowl Rosters 152
1981 Rushing Leaders 153
1981 Passing Leaders 154
1981 Scoring and Kicking Leaders 157
1981 AFC Results and Standings 159
1981 NFC Results and Standings 160

Page 31: The First 15 Super Bowls.



Page 73: The Scouting Report.

Page 107: Bobby Layne.

Page 113: The Sixty-Second Year.

Copyright 1982 by National Football League Properties, Inc. All rights reserved. Reproduction in whole or in part without written permission from the publisher is prohibited.

Editorial Offices:
NFLP Creative Services
10880 Wilshire Boulevard, Los Angeles, California 90024
Vice President and Creative Director: David Boss
Vice President-Production and Printing: Jack Wrobbel
General Manager: Bill Barron
Editorial Director: Jim Natal
Associate Editor: Larry Eldridge, Jr.
Research Editor: Jim Campbell
Assistant to General Manager: Chuck Garrity, Jr.
Contributing Editors: Ted Brock, Jack Faulkner, Chuck Garrity, Sr., Bud Goode, Beau Riffenburgh, Seymour Siwoff, John Wiebusch, Ed Wisneski
Editorial Administrative Assistant: Ellen Galloway
Designers: David Johnston, Glen Iwasaki
Manager of Production Services: Jere Wright
Manager of Print Services: Mary Jo MacKenzie
Photo Services: Jim Chaffin
Design Assistant: Laurel Burden
Typography: Marilyn Arai, Jon Conroy, Rick Wadholm
Production Staff: Andrew Apodaca, Barbara Edelstein, Miguel Elliot, Mea Fred, Barbara Hager, Robin Palanker
Administrative Assistant to Creative Director: Marilyn Perrin
Administrative Assistant: Muriel Lorenz
Administrative Staff: Debby Banks, Charles Prince, Jr., Valeria Watson
National Advertising Sales Offices:
National Football League Properties, Inc.
410 Park Avenue, New York, New York 10022
President: Bob Carey
Vice President-Marketing: John Bello
Treasurer: Bernie Koehler
Marketing Director: Peter French
National Sales Director: Ed Adams
Advertising Director: Jerry Gray
Advertising Manager: Steve Harmon
Marketing Staff: Mark Fagan, Jim Foster, Arlen Kantarian
Administrative Staff: Kathy Grainger, Kerry Kelly, Helen Langan, Marla Miller, Laura Quinn
Printing preparation by Gardner/Fulmer Lithograph, Buena Park, California
Printing by W. A. Krueger & Company, Jonesboro, Arkansas
On the Cover:
Super Bowl XVI theme illustration by Andy Zito

SUPERPRO CLUB

WHEN KIDS JOIN THE

NFL SUPERPRO CLUB

THEY JOIN THE NFL.

There's only one NFL and there's only one fan club that's really a part of it – the new NFL SuperPro Club. Now kids ages 8 to 14 can become members of a unique club that combines all the fun, excitement, and color of pro football.

For just $6, kids receive three great NFL SuperPro Club packages a year that'll put them right at the center of NFL action.

Look at these great NFL SuperPro Club items each member will receive.

Official I.D. Card
NFL SuperPro Club Iron-On T-Shirt Transfer
NFL Team Standings Board
NFL SuperPro Club Flying Saucer
NFL Team Decals
Official NFL SuperPro Club Newsletters
Three NFL Books
Official Super Bowl XVI Poster

Sign up your NFL SuperPro today!

clip here and mail

Here's how to join:
Fill out the coupon below and send it with a check or money order for $6 to: NFL SuperPro Club
P.O. Box 8888
Trenton, N.J. 08650

Name _____ Age _____

Address _____

City/State/Zip _____

Telephone _____

Favorite Team _____

Please allow 4–6 weeks for delivery.

©1981 National Football League Properties, Inc. All rights reserved.

RINGTHEBELL on Archive.org

Ask me.

Get your coaching on life insurance from a pro.

How much life insurance would it take to block out money worries for your family? $100,000? $200,000? More?

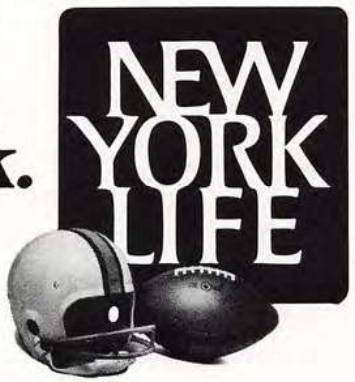
And what kind of policy should be part of your game plan? Term? Whole life? A combination?

These are tough questions. But, as a New York Life Agent, I can help you reach your goal of financial security for your family.

Life insurance is my full-time career. It is my job to keep up-to-date on new life insurance products plus changes in the economy that can affect your family and your business.

Ask me. What I know can help you make the right call.

Go ahead, ask.



RINGTHEBELL.TV on Archive.org

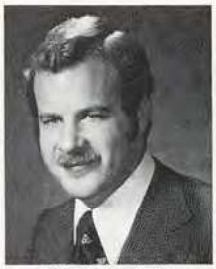
These are some of the New York Life Agents in this community. They're good people to know.

Stephen A. Balogh, CLU
Grosse Pointe
779-2900

Richard M. Berlin
Southfield
352-0620

William W. Burke
Birmingham
961-8301

Alexander Clark, CLU
Bloomfield Hills
646-5030



John A. Copeland
Birmingham
646-5030

Carl B. Diem
Birmingham
352-0620

Robert E. Eddington, Jr.
Detroit
961-8301

Harold Elson, CLU
Farmington Hills
352-0620

Manuel Katzman, CLU
West Bloomfield
352-0620

Charles R. Matson
Bloomfield Hills
646-5030

James E. Parr
Bloomfield Hills
646-5030

Bruce A. Price
Bloomfield Hills
779-2900

Joseph C. Primo
Grosse Pointe
353-2700

Reg (Shook) Psciuk
New Baltimore
779-2900

Robert V. Schechter, CLU
Southfield
353-5252

Gabriel Sinawi
Southfield
353-2700

Philip N. Skillman, CLU
Birmingham
646-0099

Richard A. Solmen, CLU
Bloomfield Hills
646-5030

Bill J. (Sperka) Szpyrka
Dearborn
271-0100

NEW YORK LIFE

Louis I. Zuckerman, CLU
Farmington
353-7887

RINGTHEBELL.ZZ on Archive.org

New York Life. For all of your life.

Bloomfield-Detroit General Office
100 W. Long Lake Road
Bloomfield Hills, Mich. 48013
646-5030

Dearborn General Office
Parklane Towers
Dearborn, Mich. 48126
271-0100

Grosse Pointe General Office
18121 E. Eight Mile Road
East Detroit, Mich. 48021
779-2900

Michigan General Office
6th Floor Ford Building
Detroit, Mich. 48226
961-8301

Northland-Detroit General Office
3000 Town Center Suite 888
Southfield, Mich. 48075
352-0620

Detroit General Office
26555 Evergreen Road
Southfield, Mich. 48076
353-2700

New York Life Insurance Company. Life, Group and Health Insurance, Annuities, Pension Plans.

NFL FILMS VIDEO CASSETTES.

The game's more exciting on the home field. And you're on your own home field, in your favorite easy chair with NFL Films Video Cassettes. Now you can watch thrilling pro football action as often as you want.

The just-released "Best Ever Series" includes the most outstanding quarterbacks, runners, teams and coaches in NFL history. Another new release, "Super Memories of the Super Bowls", features highlights of all 15 Super Bowls in one exciting cassette. Or choose from among a variety of titles, including the popular "Football Follies", selected Team Highlights or highlights of individual Super Bowls. All expertly edited to provide non-stop action, with exciting narration and background music. Available in VHS and BETA II formats and in playing times from 24 to 53 minutes. Great for any gift-giving occasion!

Available at your local video dealer or for a free full-color brochure and ordering information, return the coupon below.

Mail to:
NFL Films Video
Dept. SP
330 Fellowship Road
Mt. Laurel, NJ 08054

NFL FILMS VIDEO

Please send your free full-color brochure and information about ordering thrilling NFL Films Video Cassettes.

NAME_____
ADDRESS_____
CITY_____
STATE_____ ZIP_____

RINGTHEBELL.com on Archive.org

On the Inside

BEHIND THE SUPER BOWL EDITORIAL SCENES

Joe Falls

Larry Felser

Mickey Herskowitz

Andy Zito

Pro football is a true team sport; no one player can always be the difference between winning and losing. Still, there are individual stars who continually contribute more than their shares and are honored each season with most valuable player or all-pro status.

Outside the world of football, some players also contribute more than their shares. They take part in their communities, they support charities and fund-raising efforts, they work hard when their financial situations allow them leisure. It is to honor such men as these that Miller High Life Beer, the National Football League, and the Pro Football Hall of Fame co-sponsor the NFL Man of the Year award. The award was established in 1980 to cite the outstanding "citizen-athlete" in the NFL. It recognizes community participation as well as superior achievement in football.

Three players are nominated for the award by each of the 28 NFL teams. The 84 names appear on ballots at stadiums and where Miller High Life Beer is sold.

After the balloting by fans is completed, the top five vote-getters leaguewide become finalists. The overall winner of the NFL Man of the Year award is then selected by a committee of media members.

In keeping with the spirit of the award, its major benefactors are deserving high school students, who receive scholarships to assist their college educations. Miller provides a total of $36,000 for these scholarships. There is a $5,000 grant in the name of the Man of the Year for a student in that player's NFL city. Four $2,000 scholarships are distributed to students from the NFL cities of the other four finalists. Finally, there are 23 $1,000 grants in the names of the team vote leaders.

The high school students who receive the scholarship money are chosen by NFL teams in conjunction with leading educators in the communities.

This year's NFL Man of the Year is Pittsburgh wide receiver Lynn Swann.

If you ask his friends and teammates, Hall of Fame quarterback Bobby Layne was a man of the year every year. Layne, who tossed touchdown passes for so many seasons, will toss the coin at today's opening ceremonies. Beginning on page 107, writer Mickey Herskowitz of the *Houston Post* profiles Layne and reports that some people never change . . . except to get better.

Another historical perspective is offered by Larry Felser of the *Buffalo Evening News*. In his "XV Going On XVI" (beginning on page 31), Felser, who has covered every Super Bowl, reviews the past 15 games and describes the moods and essences that have made each game unique.

Super Bowl XVI is unique because it has the distinction of being the first Super Bowl to be played in northern climes. Joe Falls of the *Detroit News* chronicles what it took not only to put the game on, but what it took to get the game to Detroit in the first place. The story begins on page 23.

Just as every Super Bowl is distinctive, so too is the theme art developed to represent each game. This year's Super Bowl illustration, featured on the cover, is by Andy Zito.

A big help with the assignment was Byron Matson, curator of the San Sylmar Museum in Sylmar, California, where there is a large collection of automobile hood ornaments. "Matson was great," Zito says. "He gave me a complete tour, took the ornaments out of the cases — it was incredible! It really put the whole image together for me."

Readers who would like to put Zito's image together with the names of the cars to which the hood ornaments belong are directed to page 13. ■

© 1981 American Honda Motor Co., Inc.

Will it drive everyone back to the drawing board?

When we first introduced the Honda Accord, we thought it was the perfect car for the time.

Others must have thought so, too. Because everyone has tried to improve on it. Now somebody has.

For 1982, Honda introduces the new Accord. Still simply a Honda, but also a newly styled car.

The new Accord is roomier inside and longer outside. It rides smoother and handles better. The gas mileage is better, too.

With the 5-speed, a gallon of gas takes you an EPA estimated 30 miles, an estimated 41 miles hwy.

Use 30 mpg for comparison.

Your mileage may vary according to weather, speed or length of trip. California figures will be lower. And you can expect actual highway mileage to be less.

You can also expect the total economy that has made Honda cars famous throughout the years.

And it still has Honda's proven front-wheel drive and transverse-mounted engine.

One more thing hasn't changed, either. Honda quality.

We continually go back to the drawing board. To stay ahead.

While others go back to catch up.

HONDA

We make it simple.

Game Facts

SUPER BOWL XVI

Pontiac Silverdome, site of Super Bowl XVI.

At stake—The National Football League championship for the Vince Lombardi Trophy.
Participants—The champions of the American Football Conference (AFC) and the National Football Conference (NFC) of the NFL.
Date—Sunday, January 24, 1982.
Starting time—4:00 P.M. EST.
Site—Pontiac Silverdome, Pontiac, Michigan.
Capacity—80,638.
Playing surface—AstroTurf.
Players' shares—$18,000 to each member of the winning team and $9,000 to each member of the losing team; approximately $1.6 million total for the personnel of the competing clubs.
Players' uniforms—The AFC champion will be the home team and use the west bench. The NFC champion will be the visiting team and use the east bench. The AFC champion, as home team, will have the choice of wearing colored or white jerseys.
Television—CBS.
Radio—CBS.
Officials—There will be seven officials—referee, umpire, line judge, head linesman, back judge, side judge, and field judge—and two alternates.
Ball—The football used in all NFL games is a Wilson.
Official time—The scoreboard clock will be official.
Sudden death—If the game is tied at the end of the regulation 60 minutes, it will continue in sudden death overtime. The team scoring first—by safety, field goal, or touchdown—will win. NFL preseason and regular season games have a maximum of one 15-minute overtime period, but in postseason games, play continues by 15-minute periods, with a two-minute intermission between each, until there is a winner.
Trophy—The winning team receives permanent possession of the Vince Lombardi Trophy, a sterling silver trophy created by Tiffany & Company.
Attendance history—A total of 1,215,752 persons have attended the first 15 Super Bowl games. The largest crowd was 103,985 at Super Bowl XIV.
Most valuable players—Super Bowl I-Green Bay Packers quarterback Bart Starr; Super Bowl II-Green Bay Packers quarterback Bart Starr; Super Bowl III-New York Jets quarterback Joe Namath; Super Bowl IV-Kansas City Chiefs quarterback Len Dawson; Super Bowl V-Dallas Cowboys linebacker Chuck Howley; Super Bowl VI-Dallas Cowboys quarterback Roger Staubach; Super Bowl VII-Miami Dolphins safety Jake Scott; Super Bowl VIII-Miami Dolphins running back Larry Csonka; Super Bowl IX-Pittsburgh Steelers running back Franco Harris; Super Bowl X-Pittsburgh Steelers wide receiver Lynn Swann; Super Bowl XI-Oakland Raiders wide receiver Fred Biletnikoff; Super Bowl XII-Dallas Cowboys defensive end Harvey Martin and defensive tackle Randy White; Super Bowl XIII-Pittsburgh Steelers quarterback Terry Bradshaw; Super Bowl XIV-Pittsburgh Steelers quarterback Terry Bradshaw; Super Bowl XV-Oakland Raiders quarterback Jim Plunkett.
Next games—Super Bowl XVII will be played January 30, 1983 at the Rose Bowl in Pasadena, California. Super Bowl XVIII will be played January 22, 1984 at Tampa Stadium in Tampa, Florida. ■

FOR YOUR NEAREST BFGOODRICH RETAILER:

SUPER 6 PERFORMANCE
1265 Woodward
Birmingham, Michigan 48009

HI-WAY TIRE SERVICE
7991 West Grand River
Brighton, Michigan 48116

BFGOODRICH TIRE CENTER
15150 Michigan
Dearborn, Michigan 48126

WHEEL CITY OK
7030 Schaefer
Dearborn, Michigan 48204

BELLE TIRE DISTRIBUTORS, INC.
12190 Grand River
Detroit, Michigan 48204

HURRICANE CAR WASH EQUIPMENT CO.
14801 East Jefferson
Detroit, Michigan 48215

SERVICE TIRE CO.
2737 West Vernor Highway
Detroit, Michigan 48216

SUPER 6 PERFORMANCE
19400 Grand River at Outer Drive
Detroit, Michigan 48223

AUSTIN OIL
G-2452 West Hill Road
Flint, Michigan 48507

BFGOODRICH TIRE CENTER
2330 South Dort Highway
Flint, Michigan 48507

NORTHWEST TIRE
G-3453 West Pierson Road
Flint, Michigan 48504

SUPER 6 RZADKO
31000 Groesbeck at 13 Mile
Fraser, Michigan 48026

SUPER 6 AKRON
33535 Ford Road
Garden City, Michigan 48135

BFGOODRICH TIRE CENTER
405 South Grand Avenue
Lansing, Michigan 48933

SUPER 6 AKRON
2230 Dix
Lincoln Park, Michigan 48146

FEINN TIRE CO.
28055 Plymouth Road
Livonia, Michigan 48150

SUPER 6 AKRON
36591 Plymouth Road at Levan
Livonia, Michigan 48150

BFGOODRICH TIRE CENTER
28501 DeQuindre Street
Madison Heights, Michigan 48071

JRE TIRES
30861 John R
Madison Heights, Michigan 48071

WAREHOUSE TIRE DIVISION
407 South Telegraph Road
Monroe, Michigan 48161

BELLE TIRE DISTRIBUTORS, INC.
25500 Gratiot
Roseville, Michigan 48066

JRE TIRES
2500 West 14 Mile Road
Royal Oak, Michigan 48073

SUPER 6 RZADKO
25001 Harper at 10 Mile
St. Clair Shores, Michigan 48080

SUPER 6 AKRON
9055 Pelham at Wick Road
Taylor, Michigan 48180

BELLE TIRE DISTRIBUTORS, INC.
1650 West Maple Road
Troy, Michigan 48084

ALL TIRE SERVICE CENTER LTD., INC.
3141 Union Lake Road
Union Lake, Michigan 48085

SUPER 6 RZADKO
46175 Van Dyke
Utica, Michigan 48078

ODE TIRE CENTER, INC.
23830 Groesbeck
Warren, Michigan 48089

SUPER 6 RZADKO
24649 Van Dyke
Warren, Michigan 48093

BELLE TIRE DISTRIBUTORS, INC.
5705 West Maple Road
West Bloomfield Township,
Michigan 48013

BELLE TIRE DISTRIBUTORS, INC.
23901 Allen Road
Woodhaven, Michigan 48183

D.M. SILKWORTH DISTRIBUTORS, INC.
6 East Michigan
Ypsilanti, Michigan 48197

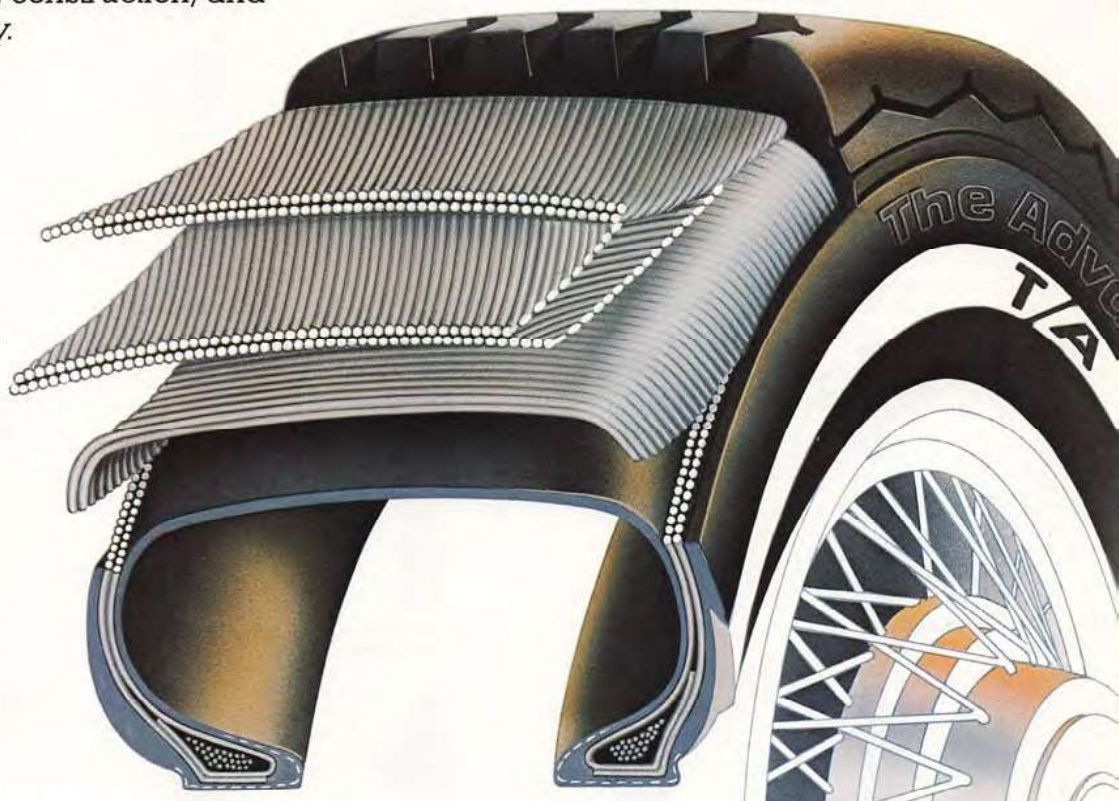
BFGOODRICH TIRE CENTER
1618 Monroe Street
Toledo, Ohio 43624

BFGoodrich

T/A® HIGH TECH™ RADIALS

Objective: Produce a dependable, high-quality radial by integrating ten years of proven materials, construction, and design technology.

BFGoodrich



The four-ply DuroGard® folded belt system plus two radial plies provides The Advantage T/A™ radial with strength and flexibility to help smooth out uneven road surfaces.

Traction block tread with deep lateral grooves and a wraparound shoulder helps improve handling and cornering in the wet.

The Advantage T/A™ radial has a computer-designed tread with a varied pitch ratio to yield reduced noise emittance for a quiet ride. Dual compound tread offers the benefits of cool-running tires with excellent wear characteristics. Dependability is so exceptional, BFGoodrich offers free replacement warranty coverage for The Advantage T/A.

© 1981, BFGOODRICH CO.

Every Radial T/A utilizes state-of-the-art-technology to meet the driving requirements of a particular vehicle type. Whether you drive a sedan, sports car, or light truck, there's a Radial T/A designed for you. T/A® High Tech™ radials. Truly, the State of the Art.

Official Signals

Touchdown, Field Goal, or Successful Try

Safety

Time Out

Dead Ball or Neutral Zone Established

First Down

Personal Foul

Ball Illegally Touched, Kicked, or Batted

Delay of Game

No Time Out or Time in With Whistle

Offside or Encroaching

Holding

Penalty Refused, Incomplete Pass, Play Over, or Missed Field Goal

Illegal Use of Hands, Arms, or Body

Pass Juggled Inbounds, Caught Out of Bounds

Illegal Forward Pass

Interference With Forward Pass or Fair Catch

Invalid Fair Catch Signal

Loss of Down

Illegal Contact

Illegal Motion at Snap

Crawling, Pushing, or Helping Runner

Unsportsmanlike Conduct (Non-contact Fouls)

Tripping

Illegal Crackback

Intentional Grounding of Pass

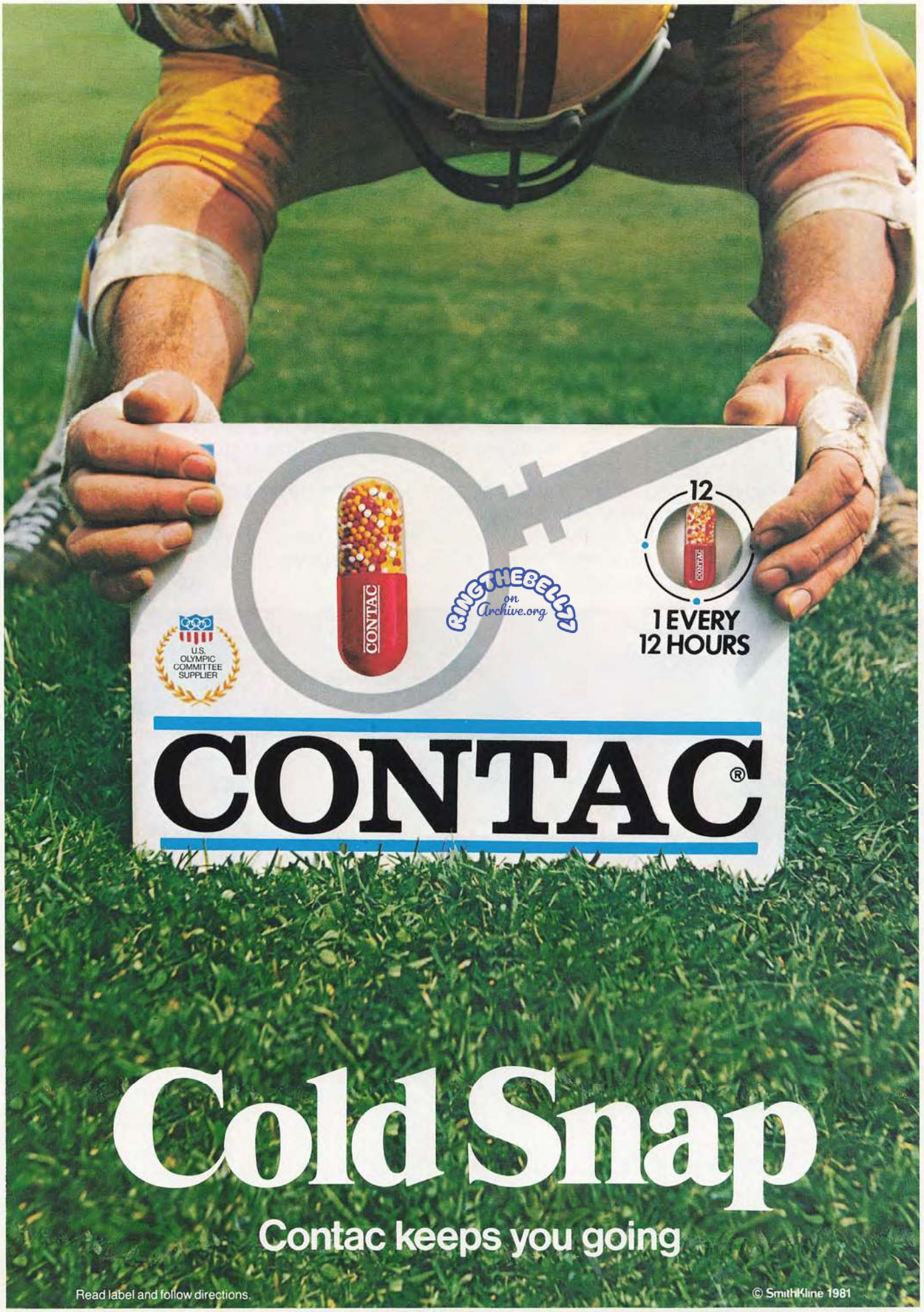
Illegal Cut or Blocking Below the Waist

Touching a Forward Pass or Scrimmage Kick

Player Disqualified

Ineligible Receiver or Ineligible Member of Kicking Team Downfield

False Start, Illegal Shift, Procedure, or Formation


12
CONTAC
1 EVERY
12 HOURS
U.S.
OLYMPIC
COMMITTEE
SUPPLIER
CONTAC®
Cold Snap
Contac keeps you going
Read label and follow directions.
© SmithKline 1981

RCA INTRODUCES COLORTRAK TV FOR PEOPLE WHO AREN'T BIG TV FANS.

NOW YOU CAN GET COLORTRAK PERFORMANCE IN TWO NEW SMALL-SCREEN SIZES.

They're the smallest ColorTraks we've ever made–just 9 inches and 13 inches, measured diagonally. But with the kind of clear, sharp picture ColorTrak is famous for. Inside every small-screen ColorTrak, automatic systems constantly monitor and adjust the color, keeping it right from program to program and channel to channel. Keeping fleshtones looking natural and lifelike. Even adjusting picture brightness to compensate for changes in room light.

And with all this advanced technology, you also get advanced styling. So a small ColorTrak not only fits anywhere, it fits in anywhere.

If you've thought of buying a small color TV, but haven't been impressed with the ones you've seen–take a look at what's new from RCA. After all, even though you're not a big TV fan, you still deserve a ColorTrak.

RCA

We'll Open Your Eyes.

NFL RCA—Video Equipment Supplier to the NFL.

Simulated TV picture.

Sidelights

SUPER BOWL ODDS AND ENDS

Super Art

The Super Bowl XVI theme art is the work of Andy Zito, a free-lance illustrator and designer whose art has been featured on the covers of CBS record albums, in-flight airline magazines, and *New West* (now *California*) magazine. Zito also has done illustrations for *GameDay PRO!*, a publication of the NFL.

Zito's Super Bowl composition highlights some of the classic automobile emblems of the Motor City. Surrounding the Vince Lombardi Trophy are hood ornaments manufactured between 1928 and 1937. Here is a key to the cover illustration, going clockwise from top right: **A.** *1934 Ford;* **B.** *1933 Buick;* **C.** *1933 Pierce Arrow;* **D.** *1928 Chrysler;* **E.** *1930 Packard;* **F.** *1937 Cadillac; and* **G.** *1933 Dodge.*

Thanks a Million

Each year the National Football League allocates Super Bowl tickets to charitable organizations, which raffle them off to raise funds for good causes. Last year about 50 organizations benefited from such tickets sweepstakes.

This year, one of the charities, the Juvenile Diabetes Foundation, passed the $1 million mark for funds raised with the help of the NFL, making the NFL the JDF's largest single fundraising benefactor in the United States or Canada. More than $200,000 was raised in last year's raffle.

Up With Halftime

The game between the AFC champion and the NFC champion won't provide the only entertainment and excitement on the Silverdome field today.

The halftime will feature four of the five casts of the internationally popular group Up With People. The 500 high school and college-age students who comprise these casts will perform a selection of songs from the 1960s. The performance was specially choreographed for Super Bowl XVI.

The highlights of the show will be a sing-along of the song "Michael Row Your Boat Ashore" and a special presentation of "Hey Jude," during which the lights of the Silverdome will be covered and the Up With People cast will perform using flashlights (to simulate candles). All of this will be a prelude to a spectacular finale to the show.

Up With People's costumes were designed by Kellwood with footgear by Puma.

Diana Ross

The pregame entertainment will feature the University of Michigan marching band, which will be making its second Super Bowl appearance. The Michigan band previously appeared in Super Bowl VII. The National Anthem will be sung by RCA recording star Diana Ross.

Super Broadcast

Pat Summerall and John Madden

If more is better, then the CBS coverage of Super Bowl XVI should be the network's best effort yet. For the game, CBS has assembled some of the most sophisticated broadcast equipment available, including a record 24 cameras that will be located in and around the stadium. Twenty will be around the field of play, with the other four outside the Silverdome.

In addition to the hardware array, there will be first-rate talent both in front of and behind the cameras. The pregame show will feature Brent Musberger, Phyllis George, Irv Cross, and Jimmy the Greek. During the game, Pat Summerall will do the play-by-play and John Madden the analysis. Terry O'Neill will be the producer.

Super Bowl XVI will be carried by more than 225 television stations in the United States and overseas. More than 300 radio stations around the world affiliated with the CBS Radio Network and the American Forces Network also will broadcast the game, reaching fans and servicemen in 24 countries.

On radio, Jack Buck will do the play-by-play, Hank Stram the analysis, Dick Stockton the pregame show, and Musberger the halftime analysis.

Pieces of Eight

The last time Detroit hosted a playoff game, 1957, one of the Lions' quarterbacks was Bobby Layne, now a member of the Pro Football Hall of Fame. Today, Layne returns to the city of his triumphs to get Super Bowl XVI underway.

Layne will start the action today by conducting the pregame coin toss. The coin used is the Super Bowl VIII medallion, produced and sold by Mint-America.

Commemorative Super Bowl medallions were introduced in 1975; one was used for the coin toss in Super Bowl IX. That year, the Super Bowl I medallion was used. Since then, each Super Bowl has used the medallion of the Super Bowl eight years previous.

The Envelope, Please . . .

O.J. Simpson and Merlin Olsen were honored in Detroit this week with the NFL Alumni Career Achievement Award, presented at a dinner benefiting the American Diabetes Association, the Arthritis Foundation, the Children's Leukemia Foundation, and the Hemophelia Foundation.

The awards are presented annually to recent retirees who have demonstrated through their careers the higher values of the sport—professionalism, teamwork, sportsmanship, citizenship, and public service.

Simpson, the NFL's second all-time leading rusher, set the single-season rushing record in 1973 by running for 2,003 yards while at Buffalo. Olsen was a six-time all-pro defensive tackle for Los Angeles.

ANNOUNCING FORD ESCORT FOUR-DOOR

A brand-new World Car.

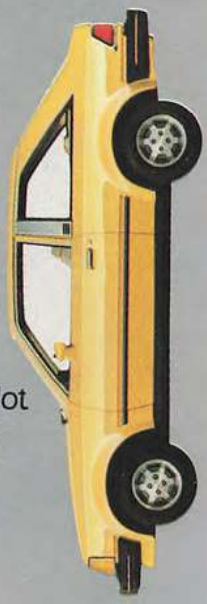
Since its introduction, Ford Escort has outsold every import car line.* High-technology engineering has given Escort the room and fuel economy to compare with any of the most modern cars, foreign or domestic.

And for 1982, Escort announces four doors for families, four doors for business, four doors for anyone who prefers the extra convenience. And these four doors open up to all the good things that come in an Escort.

Escort's excellent efficiency.

47 EST HWY **31** EPA EST MPG

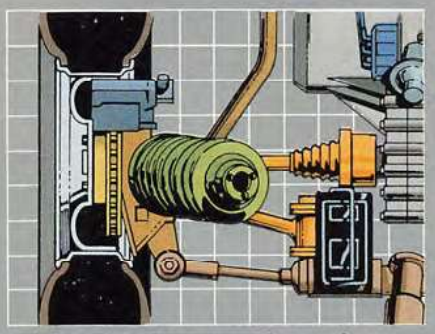
For comparison. Applicable only to sedans without power steering or AC. Your mileage may differ depending on speed, distance and weather. Actual hwy. mileage lower. Not available in Calif.



RINGTHEBELL.NET on Archive.org

*Based on most recent manufacturers' reported retail deliveries.

LOOK OUT HERE COMES



World-class engineering, front-wheel drive and more.

Escort is the only American-built compact with four-wheel independent suspension.‡ A front stabilizer bar and all-season radials are standard, too. And you can choose the optional split-torque automatic transmission.

Escort: the driving is easy.

You drive an Escort in a carefully engineered position. Many controls are stalk-mounted for easy access. And the wide selection of options can make Escort's interior as personal as it is convenient.

Everything in its place, comfortably.

Escort is designed with the help of computers to fit one engine, one chassis, a lot of interior appointments and four people quite comfortably into one surprisingly efficient space.

At the heart of the new World Car, the CVH engine.

Escort's CVH engine (Compound Valve Hemispherical) is designed to live on the road, not in the shop.

‡Excludes other Ford Motor Company products.

Because items like self-adjusting tappets and electronic ignition help keep scheduled maintenance low.

Escort hatchback: open up to endless possibilities.

Open Escort four-door's big hatchback and you're looking at over 16 cubic feet of cargo capacity. With the rear seat down you have over 25 cubic feet of cargo room.†

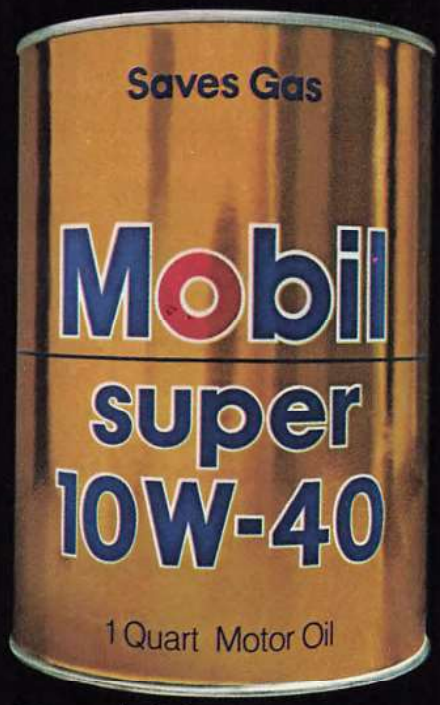
Escort 2-Door Hatchback, Escort 4-Door Wagon and now Escort 4-Door Hatchback. It's a complete line. So choose the Escort that does your kind of commuting, carrying, opening, storing and closing. Whether you buy or lease, see Escort at your Ford Dealer now.

FORD ESCORT

FORD DIVISION

†Based on EPA Cargo Volume Index.

WORLD FORD



Mobil super

Mobil super-duper

If you're the kind of person who wants to get extra miles without spending extra money, change to Mobil Super 10W-40.

It's been reformulated to save gas. And it doesn't cost any more than conventional 10W-40 oils.

What can be more super than that?

But if you're the kind of person who wants something really super-duper, no other leading oil comes close to Mobil 1® synthetic oil. It's the only leading oil that can take you 25,000 miles or one year (whichever comes first) without an oil change.* Also it saves gas compared to conventional oils.

And it protects your engine up to 500° above and helps get you started even down at 35° below.

And what can be more super-duper than that?

From Mobil. Two oils that save you gas.

*Add oil as needed. New car owners follow warranty requirements. Diesel and turbo owners follow manufacturer's instructions. © 1981 Mobil Oil Corporation.

Insight

UNTIL NOW by BILL McGRANE

There was no need for wake-up calls this morning because of the 4 o'clock kickoff. They didn't sleep that soundly anyway.

A fellow who has been through it before was asked about his thoughts during those small, silent, sleepless hours of the night before the Super Bowl.

"I probably prayed," he said. "Oh, not going-to-church prayers, or asking for help in the game. But if I'm awake when it's very late...when it's quiet and the darkness seems so total...it makes me think of how fragile everything about life really is. I end up thinking about my life and its purpose. I suppose that's praying."

Don Weller

There were lots of room service calls for coffee and danish this morning, because the lobby was a minefield of well-wishers and the curious, and the coffee shop was worse.

The starting quarterback, armed with youth and skill and wearing a T-shirt that said "I Believe in Elves," shuffled down the hall to the room of the backup quarterback, who was older. For the most part, he asked questions to which he already knew the answers.

The equipment man and his helpers were in the dressing room at 9 this morning, which was a little crazy, because everything had been set and ready since yesterday afternoon.

It's more comfortable in there, is all.

The equipment man shucked off his suit coat and shirt and necktie and made the grand rounds in his undershirt, his staff trailing behind. The locker where a jersey was hung backwards drew a frown. God forbid, a helmet decal should be found peeling or a roll be made up with a pair of old socks in it.

At a team hotel, a defensive end who is here for the first time had emotion, hot and sour, begin to build in his gut before the pregame meal. A veteran defensive tackle on the same team, one who's been here before, used his time to think about the guard who will play across from him. In a final film search he'd noticed that the guard tended to reach just the tiniest bit if his man broke inside off the pass rush. The tackle stored that nugget of information as dutifully as a squirrel stores a nut.

They had a vesper service at the hotel just before noon. The speaker tried not to be distracted by the coughing and the toe-tapping and the knee-bouncing.

Vespers followed hard upon the heels of taping. They don't do much taping at the hotel anymore...only rookie ankles and a few veteran traditionalists. The players shuck their shoes and socks and the trainer works at a quick tempo. Taped players grunt with exertion, stuffing their feet back into street shoes.

The pregame meal was an interesting study...darned near ritualistic.

Pancakes are a big item, because pancakes doused with syrup give you quick energy. They still eat steaks, but the body doesn't process any energy from a steak in time to help for the game.

At another pregame meal before another Super Bowl, a huge defensive end punted a tray of pancakes across the dining room, showering his astonished teammates with the doughy circles.

"I *hate* pancakes!" he thundered.

His coach watched the outburst and then nodded thoughtfully. "I believe he's ready," the coach said.

An outside linebacker who has a great smile and a taste for fine foods under other circumstances, scowled his way through the buffet line, taking only a baked potato. A wide receiver always sits next to the linebacker at pregame meals...it is their custom. Regardless of time of day, the wide receiver eats a dish of canned peaches and a bowl of Rice Krispies with sliced bananas.

They killed an hour back in their rooms after the pregame meal...television, stereo headphones, gin rummy, playbooks, paperbacks, and Bibles. Because it is Super Bowl and they'll be staying over, there was no need to pack.

The buses were at a side door to avoid the lobby crush, but the crowd found them anyway. Those few players who signed autographs at this point kept walking as they scribbled. The head coach walked down the fire stairs, stepping onto the lead bus exactly one minute ahead of scheduled departure.

Nobody smoked on the team buses, but here and there you saw a paper cup with the holders working on their chews.

Hardly anyone talked. The buses rolled across the freezing country side roads, avoiding the expressway traffic. Here a cough and there a murmur, but very little to compete with the drone of the diesels.

The buses backed down the long ramp to the floor level of the stadium. Despite the dock being a restricted area, there still were the curious, ringed up and waiting. But it was a silent ceremony ...players swung down quickly, citizens gaped.

There remained only the final dozen strides into the bowels of the stadium with the dressing room just inside and to the right.

It had been a day of regimen, quiet thoughts, and strained solitude.

Until now. ■

Super Bowl Trivia

NOTES, QUOTES, AND ANECDOTES by TED BROCK AND JIM CAMPBELL

All of These Things Happened

Prior to Super Bowl VII, Washington Redskins head coach George Allen hired a man to chart the angle of the sun relative to the playing field at the Los Angeles Coliseum....

Super Bowl XII was the second NFL championship game to be played indoors. The first? In 1932, the Chicago Bears beat the Portsmouth Spartans 9-0 in Chicago Stadium, a hockey rink. A layer of dirt left over from a recent circus provided the teams with an 80-yard playing surface. Today's game is expected to rank first in one respect: the crowd should be the largest ever to watch a sporting event indoors....

The Lees, Paul and Bob

Bob Lee, Minnesota's backup to quarterback Joe Kapp in Super Bowl IV, once helped out as a "go-fer" when his father covered sports in the San Francisco Bay Area for the *Associated Press*. The elder Lee would stay in the press box, while Bob fetched quotes from the locker room. When the Lees covered the University of California, the player quoted most often was the Bears' quarterback-leader and new head coach Joe Kapp....

Paul Warfield

In the locker room prior to Super Bowl III, New York Jets coach Weeb Ewbank yelled, "C'mon men, we gotta win this baseball game."...

Prior to Super Bowl VI, President Richard Nixon called Miami head coach Don Shula and suggested that the Dolphins try throwing to Paul Warfield on "that down-and-in pattern." The Dolphins actually used the play on their eighth snap of the game. Bob Griese's pass fell incomplete. During the remainder of the game, Shula and the Dolphins had to adjust to Warfield's drawing double and triple coverage, something Nixon hadn't counted on. The wide receiver caught only four passes for 39 yards in Miami's 24-3 loss to Dallas.

Tom Matte runs for a record in Super Bowl III.

Breaking Away

If proof were needed that most Super Bowl games have been less than electrifying in terms of ground yardage, think on this: The longest run from scrimmage in the 15-year history of the game is 58 yards, and it was made in a losing cause. Halfback Tom Matte of Baltimore did it in Super Bowl III.

Say That Again?

Jack Lambert

Matt Millen

Pittsburgh safety Donnie Shell, on the tongue-lashing delivered by Steelers linebacker Jack Lambert early in the third quarter of Super Bowl XIV: "He hollered so hard in the huddle that I got scared. I can't repeat what he said, but he got real red in the face."

Oakland Raiders rookie linebacker Matt Millen, speaking to veteran players before Super Bowl XV: "I've been in the NFL too long to let this chance slip away. You guys better produce."

Frank Sinkwich, the former University of Georgia Heisman Trophy winner and the NFL's most valuable player in 1944 as a halfback with the Detroit Lions, on his first visit to the Pontiac Silverdome: "When I was playing, you could buy land here for five dollars an acre. Only trouble was, I didn't have the five dollars."

Holub, center

Holub, linebacker (55)

Snap Judgement?

If someone should play on his team's starting offensive and defensive units today, it will be the first time in Super Bowl history that that has happened.

The closest anyone ever is likely to come is the accomplishment of Kansas City Chiefs center-linebacker E.J. Holub, who started at linebacker when the Chiefs lost to Green Bay in Super Bowl I and at center when they defeated Minnesota in Super Bowl IV.

That'll Be the Day

Henry Jordan

Following Super Bowl II, the late Green Bay tackle Henry Jordan thought he'd say something complimentary about the AFL, whose representatives had lost the first two Super Bowls to the Packers.

"They're getting better," Jordan said. "If they improve this much [I to II] each year, they'll be on a par with us very soon." A year later, of course, Joe Namath and the New York Jets underscored Jordan's "very soon" with a 16-7 victory over the heavily favored Baltimore Colts in Super Bowl III. A year after that, Kansas City thoroughly controlled Super Bowl IV and defeated Minnesota 23-7.

Joe Namath

12 YEARS OLD WORLDWIDE • BLENDED SCOTCH WHISKY •
86 PROOF • GENERAL WINE & SPIRITS CO., N.Y., N.Y.

It's enough to make you want to get lost.

Halftime Spectacular

Up With People doesn't stop with music.

SuperBowl XIV • Pasadena, California

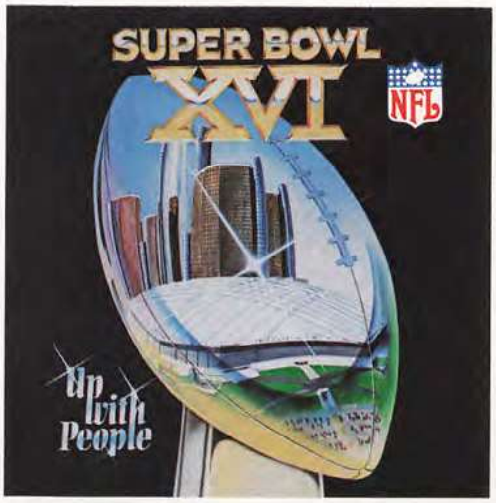
Up With People makes an unprecedented third appearance at the Super Bowl as today's halftime spectacular. Four of Up With People's five international casts, totalling over 425 young men and women from 22 countries, will take you back to the sights and sounds of the 1960's.

But performing is just a part of their story.

The Up With People program has an even more important, two-fold purpose: To build bridges of understanding among the peoples, cultures and countries of this world. And to give students a chance-of-a-lifetime learning experience that broadens the intellect, matures the individual and may even earn them college credit.

In its 14-year history, Up With People has "graduated" more than 6,000 students from 45 different countries. But more importantly, it's established an even greater number of lasting friendships between people all over the world.

For additional information on this unique program, write Up With People.

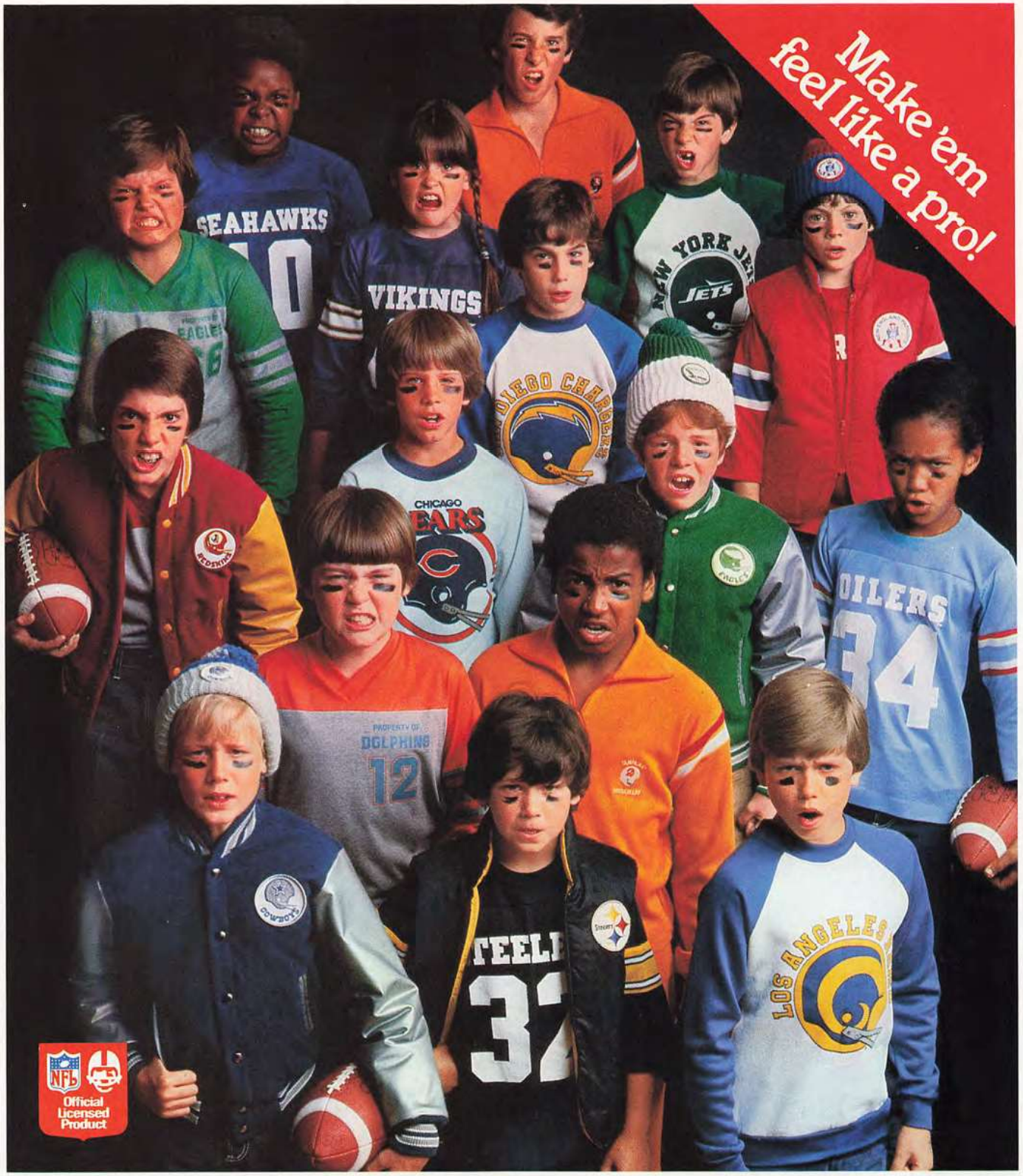


You can enjoy the excitement of the halftime show over and over again with this special stereo recording in L.P. Send $9.95 to Up With People, Department M.

RINGTHEBELL77 on Archive.org

Up With People®

3103 North Campbell Avenue • Tucson, Arizona 85719 • (602) 327-7351



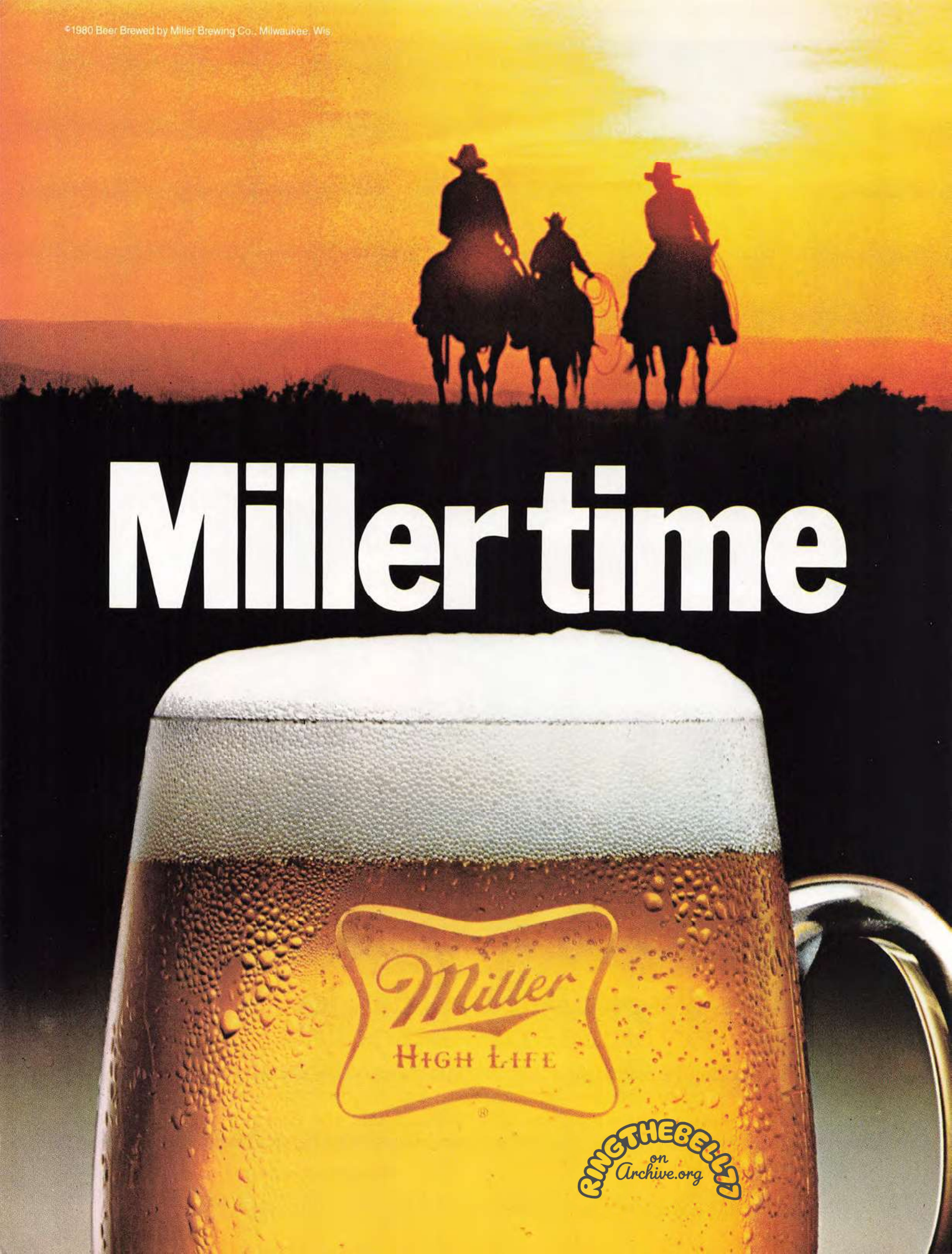
Sears NFL Wear for Blitz Benedict, Joe "The Toe" Hall, Terrible Terry Smith and other neighborhood kids.

What a team! Catching the spirit of football in the true colors of the NFL. Award jackets. Jerseys. Vests. Pajamas. And more. With the official emblems and colors of your favorite teams available in most stores. They're tough-wearing and washable, too. And they'd make a great gift for your own 'pro.' So get in the huddle, and get to Sears! Your headquarters for officially-licensed NFL wear. Ready, Hike!

You can count on Sears

© Sears, Roebuck and Co., 1982

©1980 Beer Brewed by Miller Brewing Co., Milwaukee, Wis.



RINGTHEBELL.TV on Archive.org

Super Bowl Scene

THE STORY BEHIND THE FIRST NORTHERN SUPER BOWL by JOE FALLS

What is a nice game like the Super Bowl doing in a place like Detroit?

Why did the NFL choose potential slush over the certain white sands of the beach cities?

You are here today for Super Bowl XVI. We Detroit residents call it "Sweet XVI," if you don't mind, for two reasons. First, this is where professional football had its beginnings—in the Midwest. Specifically, in an automobile showroom in Canton, Ohio, in 1920. Since the game is still populated by such patriarchs as George Halas, Wellington Mara, Art Rooney, and Paul Brown, they thought it was about time it came home for a visit. What's wrong with a little frost on the ground anyway? Wakes a man up in the mornings. Ask Bronko Nagurski.

Second, the cities of Detroit and Pontiac, in concert with the State of Michigan, did a terrific selling job to the NFL owners. They convinced the owners this is a great place to be in the middle of January.

Well, you must admit it's different.

If you want to credit anybody with the original idea, try a former sportswriter named Bruno Kearns. Not many people ever want to give Bruno credit for anything. He was always too pushy about Pontiac and who wants to listen to a guy gush about Pontiac?

Bruno Kearns talked of an indoor stadium rising in the fields of Pontiac. He talked of the Detroit Lions moving out of downtown Detroit and coming to his community north of the city. He even talked of them playing the Super Bowl in Pontiac one day.

Nobody listened. . .except William Clay Ford, who happened to own the Lions. He wanted a new stadium; Tiger Stadium was getting too cramped. The city talked of building a dual stadium on the Detroit River. No good, said Mr. Ford. He didn't like the "ingress" and "egress," meaning you couldn't get in and out of the place.

So, he moved. To the consternation of his brother, Henry II, the driving force behind the Renaissance Center in downtown Detroit, William Clay Ford took his team to the suburbs. Detroit Mayor Coleman A. Young, a strong sports fan, was not happy about the move either. But, you'll find Mr. Young somewhere in the audience today, enjoying himself like everybody else. In fact, he was one of the salesmen who convinced the NFL owners to bring the Super Bowl to this area.

Robert W. Stewart

The Detroit skyline: reflections of a city considerably warmer than its climate.

The stadium went up in 1975—80,000 seats under an inflated fiberglass roof for the under-inflated price of $55.7 million. The builders even got the State of Michigan to put in an $800,000 yearly subsidy to help support the stadium.

So, here it is—Bruno Kearns's dream come true. And, with it, the game he once promised us would take place in Pontiac.

A lot of cities wanted this game: Dallas, Houston, Los Angeles, Miami, Pasadena, Seattle, and New Orleans. They all sent representatives to the NFL meetings in Hawaii in March of 1979 to make their bids. Michigan showed up with a 23-man contingent, headed by Governor William G. Milliken.

"Only God wasn't represented in our group," says Wesley Davis, the executive director of the Oakland County, Michigan, Tourist and Convention Bureau. "But we prayed a lot."

A group from the Detroit area had failed two years earlier in an effort to bring the Super Bowl to the Silverdome. This time they combined forces. They put aside all of their differences and went in representing the State of Michigan as a whole.

Each city had 16 minutes to talk about its respective merits. Spearheading the joint Detroit-Pontiac-Michigan effort was Ernest Jones, international chairman of the worldwide advertising firm of D'Arcy-MacManus & Masius. The pitch was highlighted by a promotional film of southeastern Michigan, and was concise, thoughtful, and professional. Jones did much of the talking, mostly on film. Milliken and Young also got their say.

The presentation included:

- Weather reports dating back more than 15 years, especially on the Sundays of the Super Bowl, showing that things really aren't too bad around here in January.
- A cocktail party where the Michigan delegation wore multi-colored aloha shirts emblazoned with Super Bowl lettering.
- The waiver of $120,000 in rental fees for the Silverdome and other practice facilities.

After the presentation, Art Rooney, owner of the Pittsburgh Steelers, said: "Listen, the game started in the North. Why can't the Super Bowl be held in it? What's wrong with the North?"

Halas, of the Chicago Bears, an old antagonist of the Detroit Lions, grinned: "Detroit is a great place to have the Super Bowl. It's almost like a home game for us."

But, what if it snowed? What if a blizzard hit on the day of the game? It was the big question—a question nobody could really answer. Some of the charts showed that, over the years, the airports in Detroit were closed only once by snow.

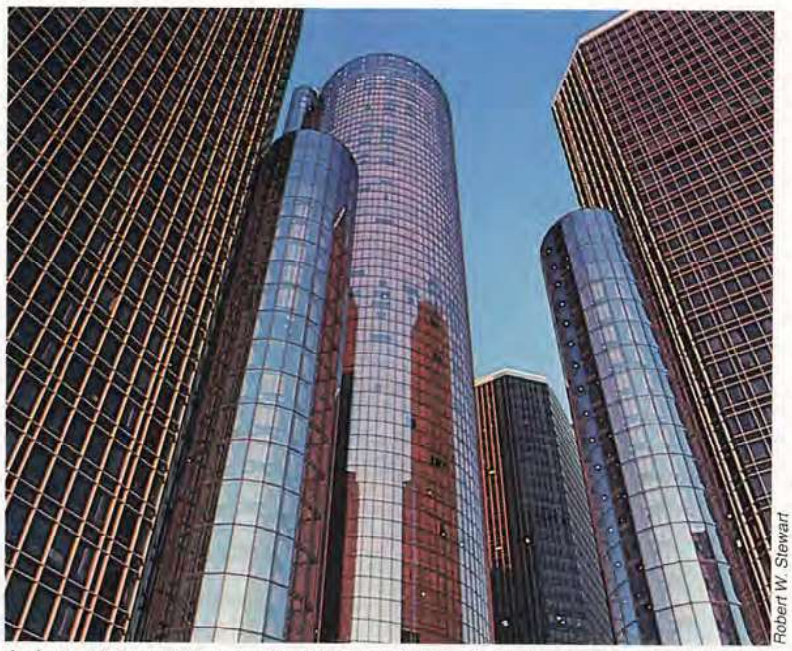
Super Bowl Scene Continued

They talked of bringing in extra equipment to keep the roads clear. Flint would send some. Saginaw would send some. Everybody would cooperate. They even found trends of a mid-January thaw in southeastern Michigan.

So, the plans went ahead. Quickly, a Michigan Host Committee was formed to show people how to have fun in Michigan in the dead of winter. They put a woman named Carol Gies in charge of the committee. It was a very wise choice.

Gies had held the same position when Detroit and Michigan hosted the Republican National Convention in the summer of 1980. She must have done something right. A pre-convention survey indicated that 80 percent of the GOP delegates wished their national convention was being held "someplace else." When it was over, another survey showed that 85 percent "would like to have another convention in Detroit."

In almost every case, the delegates listed the "hospitality" of the people in Detroit as winning them over. A typical comment was: "They were glad to have us and made us feel good."



Robert W. Stewart

A skyward view of the vast Renaissance Center displays contemporary splendor.

Ms. Gies recognized her primary Super Bowl problem immediately: Unlike the political convention, the fans wouldn't be tied up in caucuses all day.

"We knew we wouldn't be dealing with the little old lady delegate from Indiana," she says.

They had to show the out-of-towners where the fun was and how to get there. That is no simple task when you're talking about entertaining 60,000 visitors, many of them coming into your city for the first time.

It takes money.

The Michigan Host Committee was set up as a two-year non-profit organization that would be disbanded a few weeks after the Super Bowl was over. It set a budget of more than $500,000 for itself, not an easy sum to collect in these economically deprived times—especially in a city as hard hit as Detroit.

But, they went ahead and collected it on the theory that it was a sound investment because more than $50 million was expected to be pumped into Michigan's economy during Super Bowl week.

That makes for a considerable economic impact in this, or any, area. The Michigan Commerce Department estimates that $2.7 million will be spent in Pontiac, another $13.5 million in surrounding Oakland County, some $27 million in Detroit and the remainder of the Metro area, and almost $11 million in the rest of the state.

One of the principal beneficiaries will be the lodging industry. About 15,000 rooms were committed for Super Bowl visitors, and about 200 of the participating hotels were designated "super" hotels because they agreed to meet certain standards and help prevent problems such as price gouging.

One aspect of the lodging logistics of Game XVI is of particular interest to the NFL people responsible for organizing game sites. In order to assist fans attending the game, the Michigan Host Committee set up a special housing bureau. Out-of-town ticket holders called this bureau and got room information and reservations. If this housing bureau experiment works out well (it is still too early to tell), it could be implemented in future Super Bowl host cities, such as Los Angeles (Game XVII) and Tampa (Game XVIII).

The lodging situation in Michigan was doubly tricky, for, as Ms. Gies points out, "We were not dealing with a compact city like New Orleans. We were talking about a whole region."

Hotel rooms had to be reserved as far away as Bay City, Michigan (80 miles north of the Silverdome), and Toledo, Ohio (80 miles south). When people have to travel that far to see a football game, you need to have other things for them to do.

"We had to figure out where to go on a cold winter night in Michigan," says Ms. Gies.

No fewer than 12 committees were set up to handle hotel accommodations, transportation, airport facilities, special events, NFL and VIP hospitality, decorations, information booths, retail supplies, media relations, finance, restaurants, and regional staff coordination. If this sounds elaborate, it was also necessary.

Example: How do you hail a cab in Detroit?

"We had to let people know Detroit was not a cab town such as New York or Chicago. You just don't stand on the curb and hail one," says Gies. Little things—in other words—that can ruin big evenings had to be anticipated.

Let's face it—nobody has ever called Detroit an entertainment center of the country. You just don't see posters in travel offices inviting you to visit the Motor City. This is a tough city, a hard-working city, a city with its share of poverty, and of wealth. Mostly, though, it is a blue-collar town of families. They don't go out a lot in Detroit. For excitement, you fly to Chicago or take the train to Toronto.

Now Detroit was called upon to play host to the rest of the country.

The deal was this: If a hotel booked 75 rooms for the Super Bowl, it got an information booth, fully staffed by volunteers. Visitors were told how to get to Greenfield Village in Dearborn, or the Fisher Theater in the New Center Arena. They found out where they could get a good drink and good meal.

One of the things set up by the Michigan Host Committee was a "pub crawl," loops of buses running continuously between restaurants and bars. You might have a drink at one bar, dinner at a restaurant, and a nightcap at another.

Says committeeman Charlie Smith: "We knew we couldn't give our visitors warm weather, so we wanted to

STAHL-URBAN HASN'T MISSED A SUPER BOWL IN 10 YEARS

The Super Bowl is the ultimate pro football game, the one to which every team aspires. Only the best teams get there each season. But our team, Stahl-Urban, goes to the Super Bowl every year.

Stahl-Urban makes NFL jackets, vests, team jeans, and sweaters for fans of all sizes and all NFL teams.

And because Stahl-Urban's warm, high-quality outerwear is the only line licensed by the NFL, you know we have championship style. Look for us at every game—preseason, regular season, playoffs, *and* Super Bowl—and be one of the thousands who wear our colors.

© 1981 National Football League Properties, Inc. All rights reserved.

For purchase information, call Stahl-Urban Customer Service — (601) 833-5561.

NFL Officially Licensed Product

stahl-urban

Super Bowl Scene Continued

show them other kinds of warmth."

The problems, of course, were endless. The Host Committee set up 1,200 buses to transport 50,000 people to the game. That meant 1,200 bus drivers with nothing to do during the game. Since it would be too cold for them to sit in their buses, what to do with them? The transportation committee has set up a lunch and a large television screen in a nearby building so the drivers will be occupied—and warm—until it is time to return to town.

"We had only twenty thousand people to deal with at the Republican convention, compared to more than sixty thousand for the Super Bowl," says Gies. "We had to move people in and out of one hundred seventy-five hotels in thirty-three Michigan cities, as well as some in Ohio and Canada."

And then there was the delicate matter of dealing with the media, which can influence the public's perception of any national event. Simply put, a lot of the writers and broadcasters were put off at having to come to Detroit in the middle of the winter for the Super Bowl game. They were being deprived of their "week in the sun."

In a sense, this attitude was unfair. Detroit was a charter member of the American Baseball League, the National Football League, and the National Hockey League. It is a good sports town. So what if our teams aren't always winners?

And, as Bruno Kearns would be quick to tell you, we have had some significant events in the Silverdome even though it is only six years old.

For instance:

- The 1979 NBA All-Star game had a crowd of 31,745, an all-time high for a basketball all-star game.
- The 1979 Notre Dame-Michigan basketball game drew 37,282, the second-largest crowd in collegiate history.
- Last summer the closed-circuit telecast of the Leonard-Hearns fight drew 28,230.
- The crowd for the Michigan high school football championships was more than 50,000 for double sessions.

And, let's not forget the memorable visit of the Rolling Stones late last year, a two-night stand that brought out more than 150,000 rock 'n' roll fans.

Yet, there was still some grumbling over losing out on a midwinter "vacation," and nobody could predict how many knocks the area might take from the visiting journalists.

The Michigan Host Committee has done what it could to make the more than 2,000 members of the media feel welcome in Detroit.

"We didn't want to buy their favor, but we wanted them to know we were glad they came to see us," says Gies.

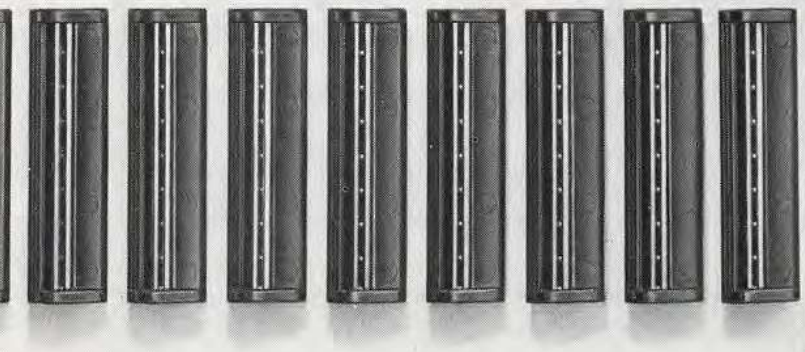
Accommodations include airport and hotel transportation, a guide to Michigan featuring the Silverdome and restaurants, and a media party at the Henry Ford Museum in Greenfield Village.

The Michigan Host Committee even gave thought to the local citizens who couldn't get tickets for the game. It set up a special party just for them, the "Super Ball," a free party modeled after the "World's Largest Party," which ran during the GOP Convention and drew more than 20,000 people.

So, while Super Bowl XVI may not go down in history as the "sun tan" Super Bowl, and though there aren't any swaying palms or balmy breezes, the people of Michigan and their Host Committee would like it to be remembered by the fans who attended as one of the nicest.

Let's just say we've done our best and we hope a lot of people come back. ■

EVERY MORNING, MILLIONS OF BEARDS DEPART ON TRAC II.®



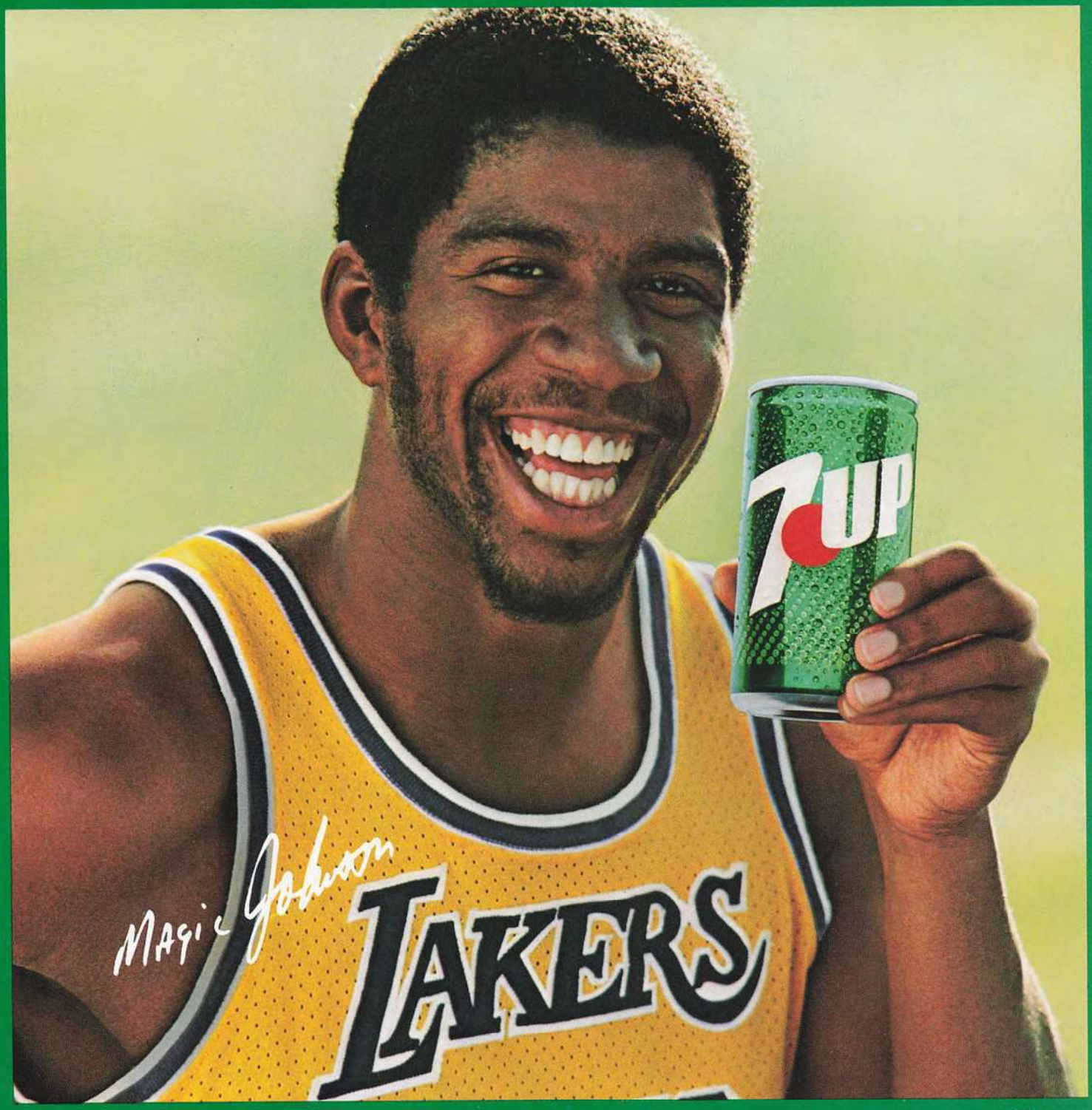
Departures are always smooth and comfortable on Gillette TRAC II®. No wonder it's America's most popular blade. Morning after morning, year after year, it gives one incredibly close shave after another.

Gillette TRAC II twin blades. Millions of beards wouldn't use any other means of departure.

FOR GUYS ON TRAC II, NO OTHER WAY WILL DO.

Gillette

©1981 The Gillette Company.



Feelin' 7UP

"SEVEN-UP" "7UP" AND "7UP SUPER STARS"
ARE TRADEMARKS OF THE SEVEN-UP COMPANY ©1981

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings, 2 mg. "tar", 0.3 mg. nicotine; 100's, 5 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

There's only one way to play it.

No other ultra brings you a sensation this refreshing. Even at 2 mg., Kool Ultra has taste that outplays them all.

NEW KOOL ULTRA

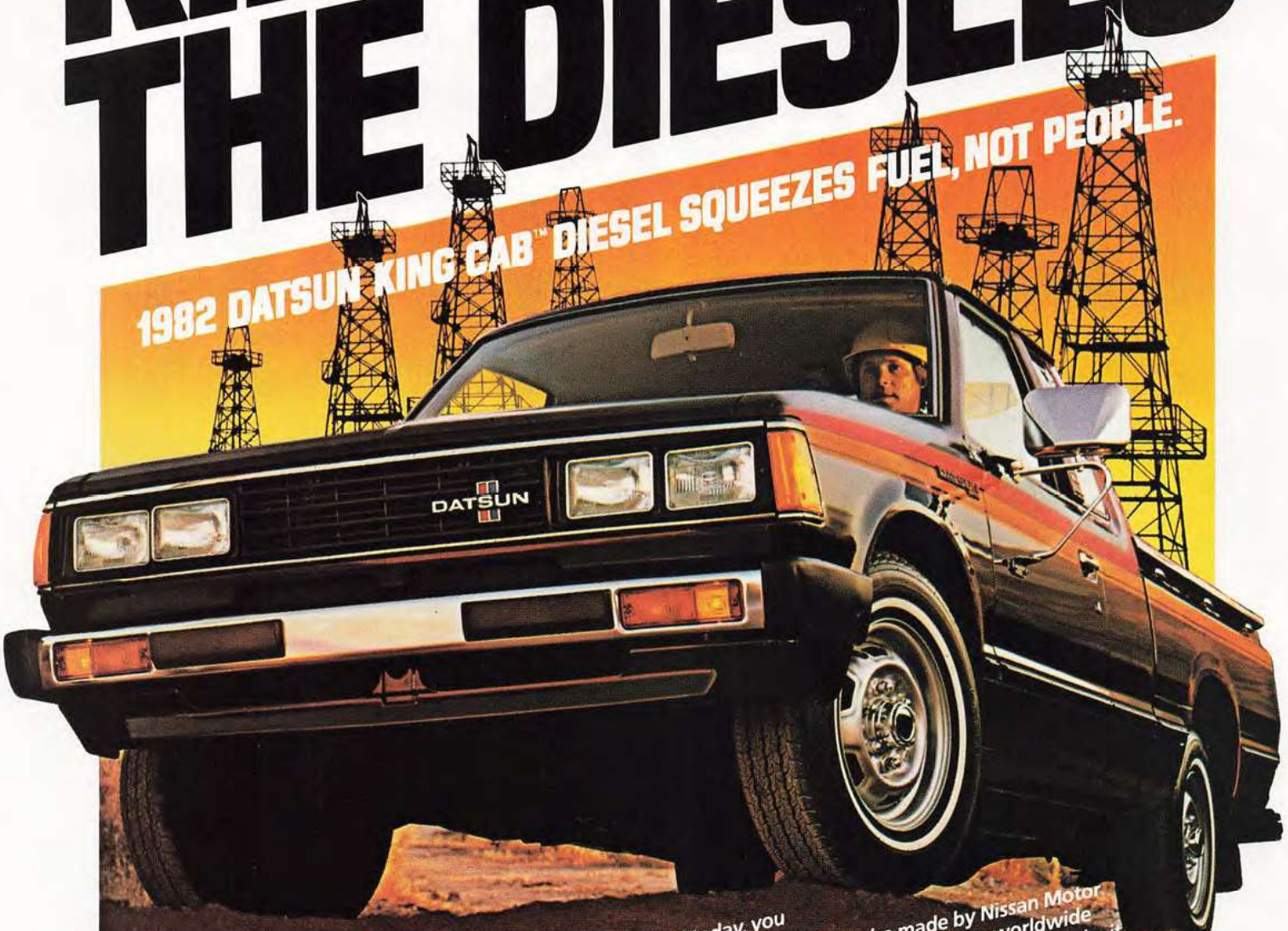
Kings 2 mg.
100's 5 mg.

© 1981 B&W T Co.

THE NAME OF QUALITY
NISSAN
NISSAN MOTORS

KING OF THE DIESELS

1982 DATSUN KING CAB™ DIESEL SQUEEZES FUEL, NOT PEOPLE.



With the price of oil today, you don't dare waste a single drop. Neither does the Datsun King Cab diesel. It gets better mileage* than any gas-powered truck.

And while it's conserving fuel, the King Cab is comforting people—with more room than any compact diesel; enough room to recline the bucket seats for regal relaxation. Behind those buckets, up to 7.1 cubic feet of inner space for available jumpseats or safe cargo. (That's a comfort!)

King Cab, Long Bed or Standard, you can't buy a better-built compact than Datsun.

They're made by Nissan Motor Company Ltd., the worldwide company who's driven to make it tough on the competition.

39	33
EPA EST. HWY	EPA EST. MPG

*EPA estimates for comparison. Actual mileage may differ depending on speed, trip length and weather. Highway mpg will probably be less.

FROM ONE TOUGH CUSTOMER TO ANOTHER.

DATSUN WE ARE DRIVEN

Product of NISSAN

© 1981 NMC—U.S.A.

XV Going on XVI: A Look Back

Every Super Bowl is a celebration, and some celebrations are perfect times for reminiscing.

By Larry Felser

Be careful when you add Roman numerals to anything. Name someone Chatsworth Wellington III, and you're letting him in for a lifetime of sideward glances and suspicions of pretentiousness. Call your movie *Jaws II* or *Rocky III*, and you may be raising your audience's expectations above your own creative reach, not to mention your box office returns. Add Roman numerals to books in a series, and you're going to look like the guy who was too embarrassed to sign his real name to *Tales of Deadwood Dick*. Thomas Wolfe knew enough not to call his novels *Look Homeward, Angel* I, II, and III.

The Vince Lombardi Trophy, designed by Oscar Riedener of Tiffany and Company.

So if the risks are so high, why on earth would anyone even suggest that Roman numerals be attached to an event of the nature of the Super Bowl?

All this was taken into consideration back in 1966 when the AFL-NFL Championship Game concept was crystallized. At that time, Lamar Hunt, owner of the AFL's Kansas City Chiefs and one of the catalysts behind the merger of the two leagues, suggested the name Super Bowl for the event. As the story goes, he overheard his 8-year-old daughter refer to a toy, a glob of Silly Putty, as a Super Ball.

The term Super Bowl was not official until the fourth game. The first three were officially titled the AFL-NFL World Championship Games even though the media had picked up on Super Bowl from the beginning. Roman numerals did not appear until Game IV.

Hunt suggested the Roman numeral numbering system to distinguish the game from the other year-end bowl games and to avoid any confusion that might develop from having, for example, the 1967 Super Bowl actually be the culmination of the 1966 season.

The numerals have no other great significance. Despite their potential connotations, they were chosen essentially to be different.

And, as football games—or any games—go, the Super Bowl *is* different. It has become over the past 16 years one of sport's biggest spectacles, replete with everything spectacles should have: excitement, drama, and, above all, stars.

Just the list of names of Super Bowl most valuable players alone reads like an NFL astronomy chart, a Who's Who of pro football: Bart Starr (Games I and II); Joe Namath (III); Len Dawson (IV); Chuck Howley (V); Roger Staubach (VI); Jake Scott (VII); Larry Csonka (VIII); Franco Harris (IX); Lynn Swann (X); Fred Biletnikoff (XI); Harvey Martin and Randy White (XII); Terry Bradshaw (XIII and XIV); and Jim Plunkett (XV).

Like the players above, there have also been standouts among the Super Bowl games themselves. Some, such as the Super Bowl XIV shootout between Pittsburgh and Los Angeles or the Super Bowl X and XIII confrontations between Pittsburgh and Dallas, are remembered for their offensive fireworks. Others, such as Game I, featuring Green Bay and Kansas City in the first meeting of the two leagues, or Game III, when the New Yorks Jets upset Baltimore to gain the AFL's first Super Bowl victory, are remembered as NFL milestones. Still others are remembered as heroic individual or team efforts, such as Green Bay's win in Game II in Vince Lombardi's last game as head coach, or Miami's end to a perfect season in Game VII.

It may be an exaggeration to paraphrase Spencer Tracy's character, Father Flanagan, in the movie classic *Boys Town* and say there's no such thing as a bad Super Bowl. Some games definitely have been better than others. But they all, from the kickoff of Game I to the final gun of Game XV, have taken their places in the history of sport. Turn the page and relive them.

I: Green Bay 35, Kansas City 10

There was no shortage of talk before the First AFL-NFL Championship Game.

But when January 15 of 1967 finally rolled around, the talk ceased; it was time for the action of football's biggest showdown, the old order versus the new.

The Green Bay Packers would carry the 47-year-old shield of the established, entrenched National Football League against the Kansas City Chiefs, champions of the seven-year-old American Football League.

Tom Catlin, defensive coach for the Los Angeles Rams, was in a position to know about this first matchup. The previous season he had been defensive coach for the Chiefs.

"I don't expect Kansas City to win," he said, "but it's not at all impossible that they might. They would have to play an almost perfect game and the Green Bay defense creates situations in which you make mistakes."

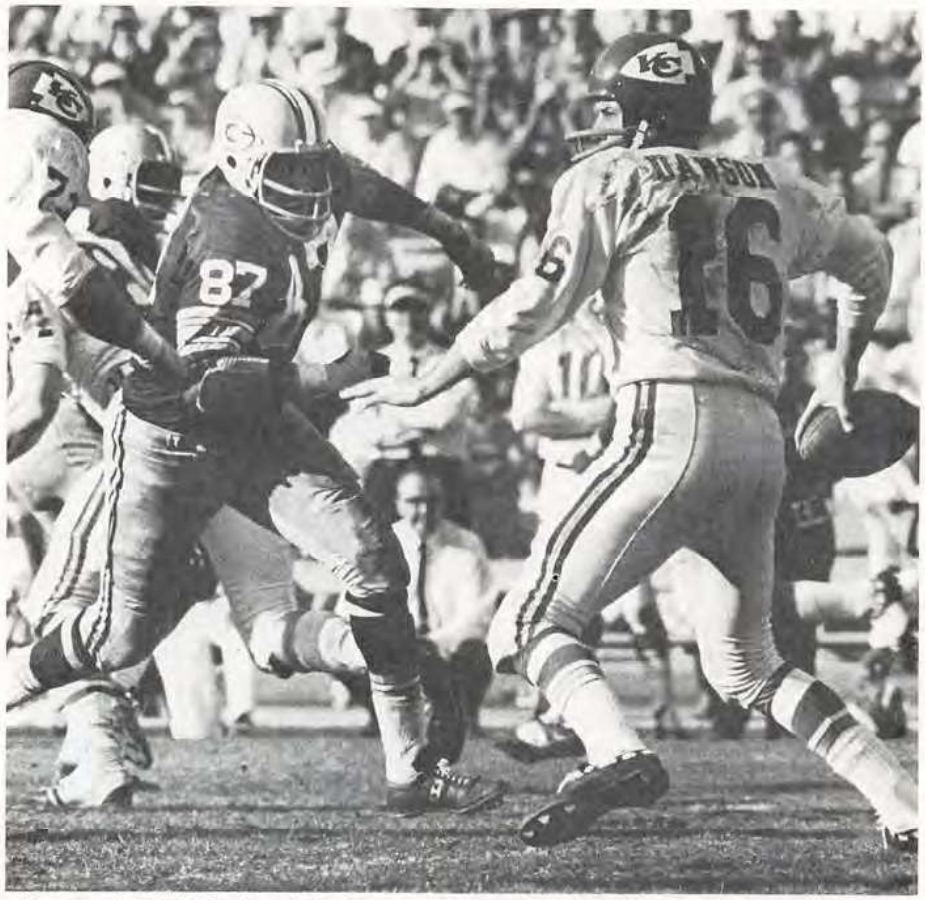
In the first half, the Packers, playing without injured running back Paul Hornung and receiver Boyd Dowler, sparred and probed. Their probing brought them 14 points, but their defense seemed confused about how to contain Kansas City's moving pocket. It cost them 10 points.

Members of the NFL establishment wore looks of worry at the halftime break. But, in the Green Bay locker room, coach Vince Lombardi was about to activate the Packers' warhead.

The explosion was set off by a defensive tactic that Lombardi had always scorned: the blitz. In this case it was a two-man attack that rattled Len Dawson, the Chiefs' quarterback, and took away all hope for the "perfect game."

Dawson, hurried and bumped on a third quarter pass, failed to see Packers safety Willie Wood hovering near tight end Fred Arbanas, the intended receiver. Wood intercepted the pass and returned it 50 yards to set up a touchdown by Elijah Pitts.

Minutes later, Green Bay had the ball again. Bart Starr passed three times to veteran Max McGee and the Packers had their fourth touchdown — and later, the game, 35-10. Starr was named most valuable player, but McGee was most valuable receiver with seven catches for 138 yards.



▲ *Pressure by Willie Davis and the Packers' defense wore heavily on quarterback Len Dawson.*
► *Max McGee made a one-handed catch in the end zone on one of his two touchdown receptions.*

Super Bowl I Ring

SCORING SUMMARY

Kansas City (AFL)	0	10	0	0	—	10
Green Bay (NFL)	7	7	14	7	—	35

GB — McGee 37 pass from Starr (Chandler kick)
KC — McClinton7 pass from Dawson (Mercer kick)
GB — Taylor 14 run (Chandler kick)
KC — FG Mercer 31
GB — Pitts 5 run (Chandler kick)
GB — McGee 13 pass from Starr (Chandler kick)
GB — Pitts 1 run (Chandler kick)

TEAM STATISTICS	KC	GB		KC	GB
First downs	17	21	Sacks-yards lost	6-61	3-22
Rushes-yards	19-72	33-130	Return yards	149	138
Net yards passing	167	228	Punts-avg.	7-45.3	4-43.3
Total yards	239	358	Fumbles-lost	1-0	1-0
Passes	17-32-1	16-24-1	Penalties-yards	4-26	4-40

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Kansas City** — Dawson 3-24, Garrett 6-17, McClinton 6-16, Beathard 1-14, Coan 3-1. **Green Bay** — J. Taylor 16-53, Pitts 11-45, Anderson 4-30, Grabowski 2-2.

PASSING (Comp.-att.-int.-yards) **Kansas City** — Dawson 16-27-1-211, Beathard 1-5-0-17. **Green Bay** — Starr 16-23-1-250, Bratkowski 0-1-0-0.

RECEIVING (No.-yards) **Kansas City** — Burford 4-67, O. Taylor 4-57, Garrett 3-28, McClinton 2-34, Arbanas 2-30, Carolan 1-7, Coan 1-5. **Green Bay** — McGee 7-138, Dale 4-59, Pitts 2-32, Fleming 2-22, J. Taylor 1-(-1).

INTERCEPTIONS (No.-yards) **Kansas City** — Mitchell 1-0. **Green Bay** — Wood 1-50.

PUNTING (No.-avg.) **Kansas City** — Wilson 7-45.3. **Green Bay** — Chandler 3-43.3, Anderson 1-43.0.

STARTING LINEUPS

KANSAS CITY	Offense	GREEN BAY
Chris Burford	WR	Carroll Dale
Jim Tyrer	LT	Bob Skoronski
Ed Budde	LG	Fuzzy Thurston
Wayne Frazier	C	Bill Curry
Curt Merz	RG	Jerry Kramer
Dave Hill	RT	Forrest Gregg
Fred Arbanas	TE	Marv Fleming
Otis Taylor	WR	Boyd Dowler
Len Dawson	QB	Bart Starr
Curtis McClinton	RB	Jim Taylor
Mike Garrett	RB	Elijah Pitts
	Defense	
Jerry Mays	LE	Willie Davis
Andy Rice	LT	Ron Kostelnik
Buck Buchanan	RT	Henry Jordan
Chuck Hurston	RE	Lionel Aldridge
Bobby Bell	LLB	Dave Robinson
Sherrill Headrick	MLB	Ray Nitschke
E. J. Holub	RLB	Lee Roy Caffey
Fred Williamson	LCB	Herb Adderley
Willie Mitchell	RCB	Bob Jeter
Bobby Hunt	SS	Tom Brown
Johnny Robinson	FS	Willie Wood

II: Green Bay 33, Oakland 14

The rumors had circulated around the NFL for weeks: Vince Lombardi was returning to his native New York to coach the Jets. Or, he was accepting the challenge of rebuilding the Chicago Bears. Or, he was easing off, moving full time to the front office.

One thing seemed certain, though. This game, the second Super Bowl, would be his last as coach of the Packers. An era — in Green Bay and the NFL — was drawing to a close.

Lombardi made it semi-official to his players two days before their game with the Oakland Raiders, telling them during a post-practice meeting, "It may be the last time we are all together."

If the Raiders were mismatched against the Packers, as some contended, their handicap would be enormous now that the Green Bay veterans, the men who had been with Lombardi from the start, saw the game as one giant going-away party for Lombardi.

What a celebration they made it!

Green Bay scored on its first three possessions. Don Chandler kicked a 39-yard field goal and then a 20-yarder, after an eight-minute drive that began at the Packers' 3 yard line.

The third score was a thunderbolt.

After punting the ball away, Oakland decided to blitz on first down. "Starr," Raiders defensive tackle Tom Keating was to marvel later, "reads a 'dog' better than any man I have ever seen."

Starr's primary target, Carroll Dale, was covered closely by Willie Brown, but safety Howie Williams failed to pick up Boyd Dowler from cornerback Kent McCloughan. Starr saw it and lofted a pass to Dowler for an easy 62-yard touchdown.

The Raiders came back to score a touchdown on Daryle Lamonica's 23-yard pass to Bill Miller. But Starr's bomb had shaken the young AFL team. Linebacker Dan Conners stopped Travis Williams of the Packers on third down at the Green Bay 16, but Oakland's Roger Bird muffed the punt return and Dick Capp recovered for the Packers.

Chandler's subsequent 43-yard field goal and Herb Adderley's fourth-quarter 60-yard interception return for a score assured the success of the farewell party.

Vince Lombardi's final game as the Packers' head coach ended in one last joyous victory ride.

Super Bowl II Ring

SCORING SUMMARY

Green Bay (NFL)	3	13	10	7	—	33
Oakland (AFL)	0	7	0	7	—	14

GB — FG Chandler 39
GB — FG Chandler 20
GB — Dowler 62 pass from Starr (Chandler kick)
Oak — Miller 23 pass from Lamonica (Blanda kick)
GB — FG Chandler 43
GB — Anderson 2 run (Chandler kick)
GB — FG Chandler 31
GB — Adderley 60 interception return (Chandler kick)
Oak — Miller 23 pass from Lamonica (Blanda kick)

TEAM STATISTICS	**GB**	**Oak**		**GB**	**Oak**
First downs	19	16	Sacks-yards lost	4-40	3-22
Rushes-yards	41-160	20-107	Return yards	144	139
Net yards passing	162	186	Punts-avg.	6-39.0	6-44.0
Total yards	322	293	Fumbles-lost	0-0	3-2
Passes	13-24-0	15-34-1	Penalties-yards	1-12	4-31

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Green Bay** — Wilson 17-62, Anderson 14-48, Williams 8-36, Starr 1-14, Mercein 1-0. **Oakland** — Dixon 12-54, Todd 2-37, Banaszak 6-16.

PASSING (Comp.-att.-int.-yards) **Green Bay** — Starr 13-24-0-202. **Oakland** — Lamonica 15-34-1-208.

RECEIVING (No.-yards) **Green Bay** — Dale 4-43, Fleming 4-35, Dowler 2-71, Anderson 2-18, McGee 1-35. **Oakland** — Miller 5-84, Banaszak 4-69, Cannon 2-25, Biletnikoff 2-10, Wells 1-17, Dixon 1-3.

INTERCEPTIONS (No.-yards) **Green Bay** — Adderley 1-60. **Oakland** — None.

PUNTING (No.-avg.) **Green Bay** — Anderson 6-39.0. **Oakland** — Eischeid 6-44.0.

STARTING LINEUPS

GREEN BAY	**Offense**	**OAKLAND**
Boyd Dowler	WR	Bill Miller
Bob Skoronski	LT	Bob Svihus
Gale Gillingham	LG	Gene Upshaw
Ken Bowman	C	Jim Otto
Jerry Kramer	RG	Wayne Hawkins
Forrest Gregg	RT	Harry Schuh
Marv Fleming	TE	Billy Cannon
Carroll Dale	WR	Fred Biletnikoff
Bart Starr	QB	Daryle Lamonica
Ben Wilson	RB	Hewritt Dixon
Donny Anderson	RB	Pete Banaszak
	Defense	
Willie Davis	LE	Isaac Lassiter
Ron Kostelnik	LT	Dan Birdwell
Henry Jordan	RT	Tom Keating
Lionel Aldridge	RE	Ben Davidson
Dave Robinson	LLB	Bill Laskey
Ray Nitschke	MLB	Dan Connors
Lee Roy Caffey	RLB	Gus Otto
Herb Adderley	LCB	Kent McCloughan
Bob Jeter	RCB	Willie Brown
Tom Brown	SS	Warren Powers
Willie Wood	FS	Howie Williams

How come Earl Campbell won The Seagram's Seven Crowns of Sports Award

when no one voted for him?

RINGTHEBELL.TV on Archive.org

Because The Seagram's Seven Crowns of Sports has no panel of judges, there's no voting. And it's not simply a matter of high scores. Nor is it a popularity contest.

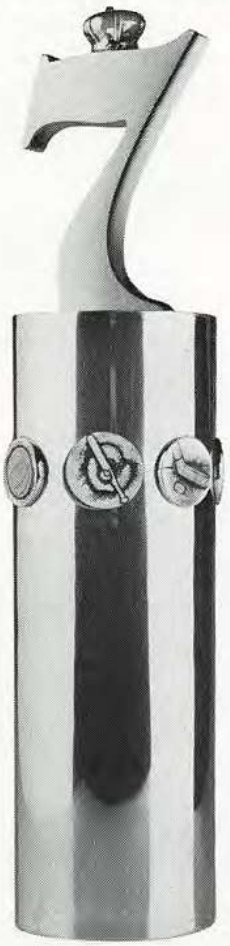
So how does it work?

First, a panel of sports experts helps to identify the critical aspects of play for each of seven great spectator sports. Aspects such as consistency. Performance under pressure. Playing time. Position responsibilities. Offensive and defensive effectiveness. Then, no one votes! Instead, these and many other variables are assigned Performance Standard Points by mathematicians at an impartial sports bureau. Finally, a computer – not a jury – converts the points into an overall Productivity Efficiency Rating for each athlete. This system allows for a uniquely fair and objective comparison of athletes. At last, we can compare a quarterback to an end. A rookie to a star.

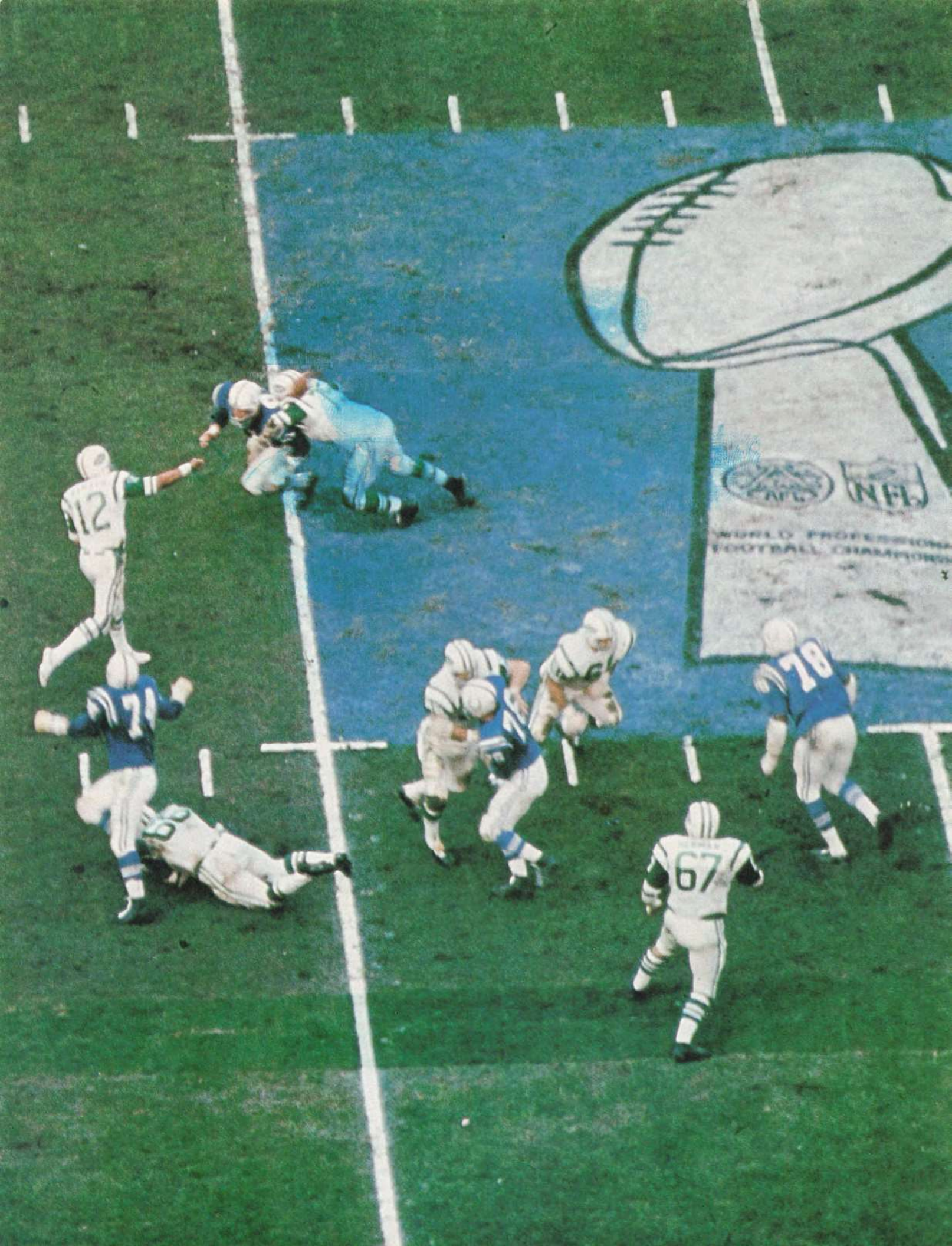
The result? The most accurate system ever devised to measure overall athletic performance. And one that's so fair that coaches, owners, player associations, the press and players all agree that The Seagram's Seven Crowns of Sports Award is one of the hardest to win.

So when Earl Campbell won in 1980 (for the third year in a row!) he was especially honored to receive the award that's fast becoming one of the most valued and respected awards in pro sports.

To learn more about how this fascinating award is computed for baseball, football, basketball, hockey, tennis, golf and horseracing, write: *The Seagram's Seven Crowns of Sports Award, Seagram's Seven Crown, 375 Park Avenue, N.Y., N.Y. 10152.*



The Seagram's Seven Crowns of Sports Award.


12
78
67
NFL

III: New York Jets 16, Baltimore 7

Lou Michaels, the pugnacious Baltimore defensive end and kicker, was relaxing in a Ft. Lauderdale bar several nights before the game. His eyes scanned the room and found a dark-haired, sleepy-eyed man he knew only by reputation.

"Namath," said Michaels, approaching the table of the young Jets quarterback. "You been doing a lot of talking."

"Lot to talk about," answered Joe Namath. "We're going to kick hell out of your team."

Michaels was nonplussed. Here was this wise guy Namath, not only saying that his Jets would beat the Colts, not only disparaging the Baltimore quarterbacks, Earl Morrall and Johnny Unitas, but, later, actually guaranteeing victory in public.

The game started as if the guarantee could never be redeemed. The Colts drove deep into New York territory on their first possession, but came up short; Michaels missed a 27-yard field goal. The third time the Colts had the ball, Al Atkinson deflected Morrall's pass from the Jets' 6. It was intercepted by Randy Beverly.

The Jets suddenly were aroused, as was the crowd in the Orange Bowl. Namath confidently moved his team downfield. When Namath's pass to George Sauer gave New York a first down on the Colts' 23, the Baltimore defenders cursed themselves in frustration.

A played called "19 Option," with Matt Snell carrying four yards into the end zone, gave the AFL its first lead in Super Bowl history.

The Colts' poise deteriorated just before the half when Morrall failed to see an open Jimmy Orr in the end zone on a flea flicker play and was intercepted by Jim Hudson.

The Colts fumbled on their first play of the second half. Nine downs later the Jets had a 10-0 lead on Jim Turner's 32-yard field goal. Turner would kick two more field goals before Baltimore could score.

The game ended with the Jets 16-7 victors. Namath trotted off the field, forefinger raised signifying that, for the moment, he, the Jets, head coach Weeb Ewbank, and the AFL were all number one in professional football.

▲ *The bruising runs of Matt Snell (121 yards rushing, one touchdown) kept the Colts honest.*
◄ *At game time, Namath was ready to make good on his guarantee of victory over Baltimore.*

Super Bowl III Ring

SCORING SUMMARY

New York Jets (AFL)	0	7	6	3	— 16
Baltimore (NFL)	0	0	0	7	— 7

NYJ — Snell 4 run (Turner kick)
NYJ — FG Turner 32
NYJ — FG Turner 30
NYJ — FG Turner 9
Balt — Hill 1 run (Michaels kick)

TEAM STATISTICS	**NYJ**	**Balt**		**NYJ**	**Balt**
First downs	21	18	Sacks-yards lost	2-11	0-0
Rushes-yards	43-142	23-143	Return yards	34	139
Net yards passing	195	181	Punts-avg.	4-38.8	3-44.3
Total yards	337	324	Fumbles-lost	1-1	1-1
Passes	17-29-0	17-41-4	Penalties-yards	5-28	3-23

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **N.Y. Jets** — Snell 30-121, Boozer 10-19, Mathis 3-2. **Baltimore** — Matte 11-116, Hill 9-29, Unitas 1-0, Morrall 2-(−2).
PASSING (Comp.-att.-int.-yards) **N.Y. Jets** — Namath 17-28-0-206, Parilli 0-1-0-0. **Baltimore** — Unitas 11-24-1-110, Morrall 6-17-3-71.
RECEIVING (No.-yards) **N.Y. Jets** — Sauer 8-133, Snell 4-40, Mathis 3-20, Lammons 2-13. **Baltimore** — Richardson 6-58, Orr 3-42, Mackey 3-35, Matte 2-30, Hill 2-1, Mitchell 1-15.
INTERCEPTIONS (No.-yards) **N.Y. Jets** — Beverly 2-0, Hudson 1-9, Sample 1-0. **Baltimore** — None.
PUNTING (No.-avg.) **N.Y. Jets** — Johnson 4-38.8. **Baltimore** — Lee 3-44.3.

STARTING LINEUPS

NEW YORK JETS	**Offense**	**BALTIMORE**
George Sauer	WR	Jimmy Orr
Winston Hill	LT	Bob Vogel
Bob Talamini	LG	Glenn Ressler
John Schmitt	C	Bill Curry
Randy Rasmussen	RG	Dan Sullivan
Dave Herman	RT	Sam Ball
Pete Lammons	TE	John Mackey
Don Maynard	WR	Willie Richardson
Joe Namath	QB	Earl Morrall
Emerson Boozer	RB	Tom Matte
Matt Snell	RB	Jerry Hill
	Defense	
Gerry Philbin	LE	Bubba Smith
Paul Rochester	LT	Billy Ray Smith
John Elliott	RT	Fred Miller
Verlon Biggs	RE	Ordell Braase
Ralph Baker	LLB	Mike Curtis
Al Atkinson	MLB	Dennis Gaubatz
Larry Grantham	RLB	Don Shinnick
Johnny Sample	LCB	Bob Boyd
Randy Beverly	RCB	Lenny Lyles
Jim Hudson	SS	Jerry Logan
Bill Baird	FS	Rick Volk

RINGTHEBELL.ZZ
on
Archive.org

Sony gives you double coverage in the end zones.

Take Sony's new "Stadium For One" to the game and catch all the plays you miss on instant replay. Want to hear the running commentary and see those locker-room interviews? Just pack this new black-and-white television along with your thermos and blanket. It's easy to do because Sony's "Stadium For One" is incredibly light and compact. It weighs less than four pounds* and has a 3.7" screen (measured diagonally). You won't miss any of those critical details either because of an amazing Sony feature—Picture Zoom Control.

Regular

Zoom

Model shown: TV-415. *Including optional BP-41 Rechargeable Battery Pack

Just touch a button and the central portion of your picture is enlarged 1½ times. You'll get a close-up on the close calls with Picture Zoom Control.

Get a better seat with Sony, too. We'll give you a Sony "Stadium For One" cushion seat free when you buy a TV-415-"Stadium For One" before January 1, 1982. It has a convenient carrying strap and a wide pocket for holding programs. So don't take any lumps when you watch football. See your participating Sony dealer. He'll show you how easy it is to get double coverage in the end zones.

SONY®
THE ONE AND ONLY

© 1981 Sony Corporation of America.
Sony and Stadium For One are trademarks of Sony Corporation.

IV: Kansas City 23, Minnesota 7

Kansas City — with head coach Hank Stram's crazy-quilt offense — did its homework before Super Bowl IV.

The book on Minnesota was that the Vikings liked to score quickly, take control, then tee off on the opposing quarterback with their Purple People Eaters defensive line.

But taking quick control against the Chiefs would not be easy. In 16 regular-season and playoff games, Kansas City had allowed only seven touchdowns in the first half.

On this day, it would allow none, which was remarkable because it was a stormy afternoon and the field was wet. Also remarkable was the fact that quarterback Len Dawson showed up as ready to play as he did. Prior to the game he had to deal with allegations that he had underworld associations.

The story was reported on the Huntley-Brinkley NBC newscast, January 6, 1970. It said a special Justice Department Task Force was about to call seven professional football players to testify about their relationship with known gamblers. Among the players scheduled to testify, it reported, was Dawson.

Despite this added pressure, Dawson completed his first two passes for 37 yards and Jan Stenerud kicked a 48-yard field goal. He completed three more and Stenerud kicked a 32-yarder.

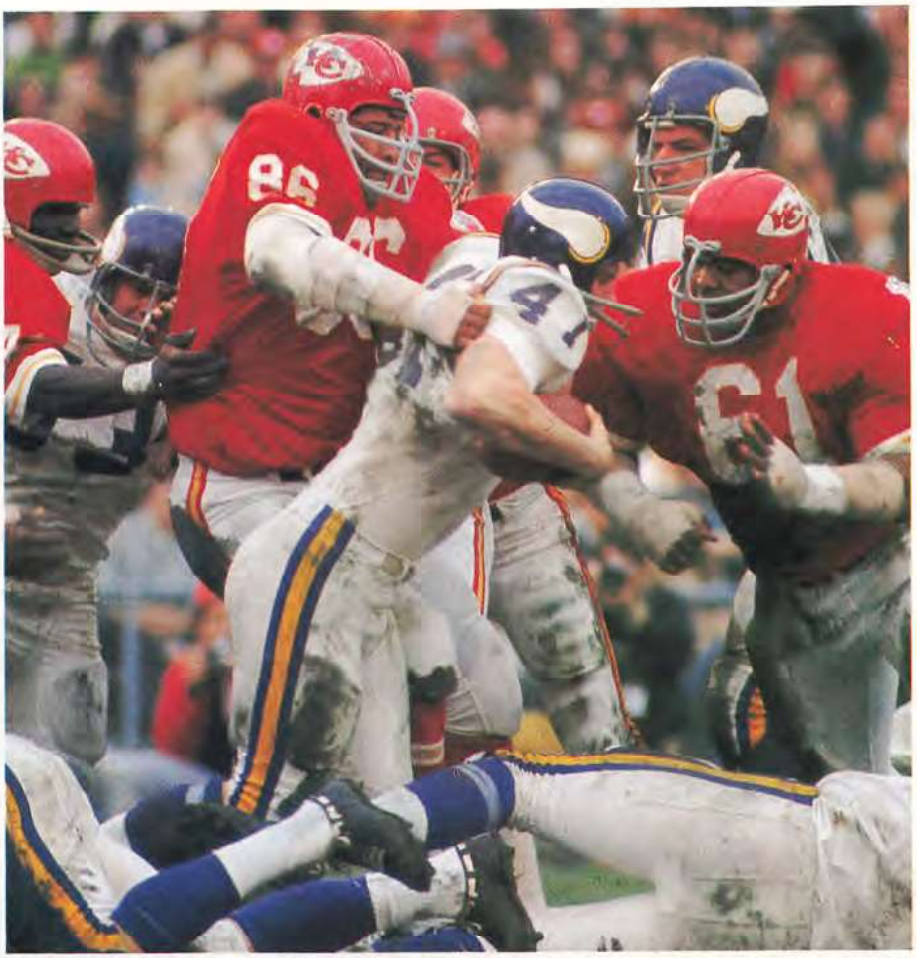
The Chiefs made the Vikings' heavy rush work against them with Frank Pitts's 19-yard reverse. Then Stenerud came on again and kicked a 25-yarder for a 9-0 lead. The Vikings fumbled the ensuing kickoff, and Dawson supervised a six-play drive, climaxed by Mike Garrett's five-yard touchdown run.

Joe Kapp, Minnesota's charismatic quarterback, rallied his team for a third-quarter touchdown drive, but the Chiefs countered with one of their own, capped by a 46-yard pass to Otis Taylor.

Defense is what failed Kansas City in Super Bowl I. This time around, it was the key to the Chiefs' success.

Minnesota's last three possessions ended with interceptions.

And as for Dawson, he was again in the headlines, but not for the gambling investigation; that story trailed off without a trace.



The Chiefs' tough defense, led by Buck Buchanan (86) and Curley Culp (61), ruled Super Bowl IV.

Super Bowl IV Ring

SCORING SUMMARY

Minnesota (NFL)	0	0	7	0	—	7
Kansas City (AFL)	3	13	7	0	—	23

KC — FG Stenerud 48
KC — FG Stenerud 32
KC — FG Stenerud 25
KC — Garrett 5 run (Stenerud kick)
Minn — Osborn 4 run (Cox kick)
KC — Taylor 46 pass from Dawson (Stenerud kick)

TEAM STATISTICS	Minn	KC		Minn	KC
First downs	13	18	Sacks-yards lost	3-27	3-20
Rushes-yards	19-67	42-151	Return yards	97	60
Net yards passing	172	122	Punts-avg.	3-37.0	4-48.5
Total yards	239	273	Fumbles-lost	3-2	0-0
Passes	17-28-3	12-17-1	Penalties-yards	6-67	4-47

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Minnesota** — Brown 6-26, Reed 4-17, Osborn 7-15, Kapp 2-9. **Kansas City** — Garrett 11-39, Pitts 3-37, Hayes 8-31, McVea 12-26, Dawson 3-11, Holmes 5-7.
PASSING (Comp.-att.-int.-yards) **Minnesota** — Kapp 16-25-2-183, Cuozzo 1-3-1-16. **Kansas City** — Dawson 12-17-1-142.
RECEIVING (No.-yards) **Minnesota** — Henderson 7-111, Brown 3-11, Beasley 2-41, Reed 2-16, Osborn 2-11, Washington 1-9. **Kansas City** — Taylor 6-81, Pitts 3-33, Garrett 2-25, Hayes 1-3.
INTERCEPTIONS (No.-yards) **Minnesota** — Krause 1-0. **Kansas City** — Lanier 1-9, Robinson 1-9, Thomas 1-6.
PUNTING (No.-avg.) **Minnesota** — Lee 3-37.0. **Kansas City** — Wilson 4-48.5.

STARTING LINEUPS

MINNESOTA	Offense	KANSAS CITY
Gene Washington	WR	Frank Pitts
Grady Alderman	LT	Jim Tyrer
Jim Vellone	LG	Ed Budde
Mick Tingelhoff	C	E. J. Holub
Milt Sunde	RG	Mo Moorman
Ron Yary	RT	Dave Hill
John Beasley	TE	Fred Arbanas
John Henderson	WR	Otis Taylor
Joe Kapp	QB	Len Dawson
Bill Brown	RB	Robert Holmes
Dave Osborn	RB	Mike Garrett
	Defense	
Carl Eller	LE	Jerry Mays
Gary Larsen	LT	Curley Culp
Alan Page	RT	Buck Buchanan
Jim Marshall	RE	Aaron Brown
Roy Winston	LLB	Bobby Bell
Lonnie Warwick	MLB	Willie Lanier
Wally Hilgenberg	RLB	Jim Lynch
Earsell Mackbee	LCB	Jim Marsalis
Ed Sharockman	RCB	Emmitt Thomas
Karl Kassulke	SS	Jim Kearney
Paul Krause	FS	Johnny Robinson

V: Baltimore 16, Dallas 13

This was the first "Super Bowl" (the four previous games had been known as the "AFL-NFL World Championship Game"). All 79,204 seats in the Orange Bowl had been sold and 20,000 more ticket seekers were turned down.

The game was not one for football purists, who counted 16 major mistakes. The Cowboys alone had 10 penalties. There were interceptions, dropped passes, bad passes, and fumbles.

The day was typified by the first touchdown. John Unitas of the Colts aimed a pass at Eddie Hinton. It caromed off him, ricocheted off Dallas cornerback Mel Renfro, and settled into the hands of Colts tight end John Mackey, who rumbled untouched to complete a record 75-yard play. The extra point was blocked, tying the score 6-6. Later in the quarter, Unitas was injured and Earl Morrall came in.

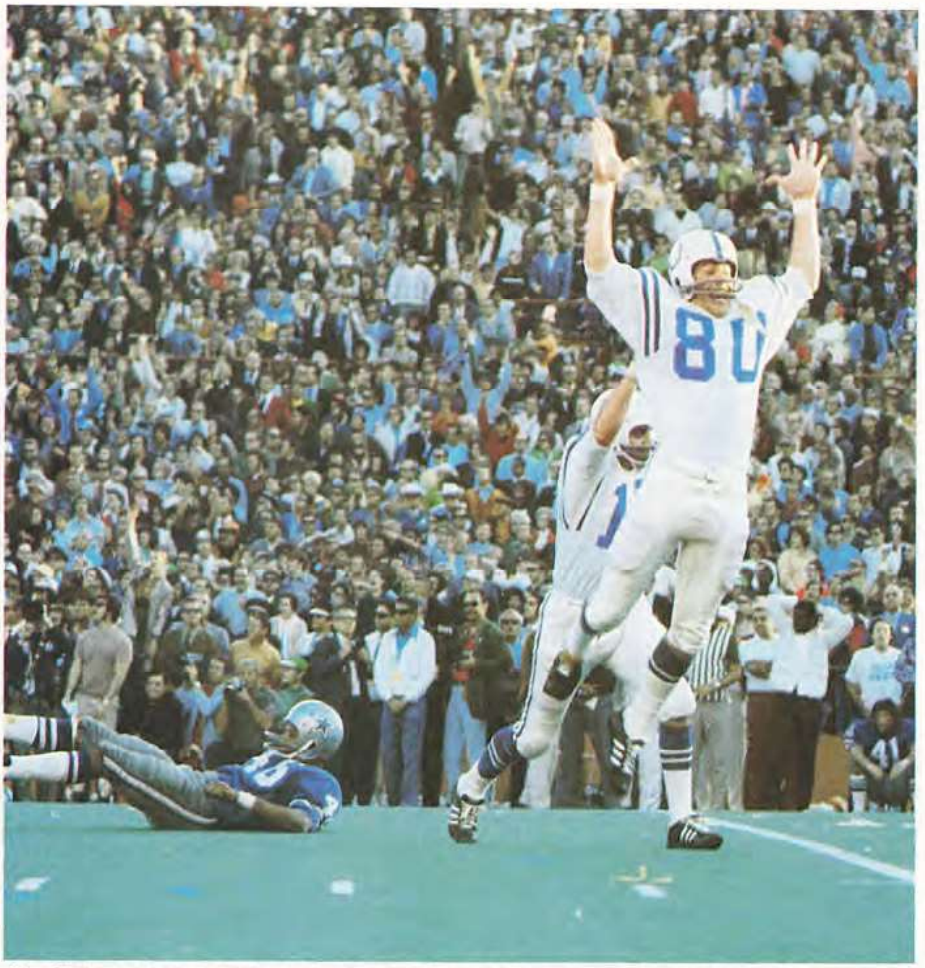
By the third quarter, the Cowboys led 13-6, but Baltimore pushed to midfield, close enough for Jim O'Brien to try a 52-yard field goal. O'Brien, a rookie, never had kicked a field goal longer than 48 yards, but the Colts were willing to let him try. The kid they called "Lassie" because of his long hair was loose enough to do anything, they figured.

O'Brien's attempt was short, but in keeping with the zaniness of the game, the kick was allowed to roll and died inside the 1 yard line.

Everything seemed to go wrong for the Colts in the second half. They drove to the Dallas 11, but Morrall's pass was intercepted by Chuck Howley in the end zone. They tried a flea-flicker from the Cowboys' 30. It short-circuited; running back Sam Havrilak threw to Hinton, and it might have turned into a touchdown except that Hinton fumbled at the 5 and lost possession.

Still, with a minute to play, Mike Curtis, Baltimore's middle linebacker, intercepted Craig Morton's pass, which had deflected off a leaping Dan Reeves, and returned it 13 yards to Dallas's 28.

With nine seconds left, O'Brien lined up to kick a 32-yard field goal. Dallas called time out, but the stalling tactic didn't work. O'Brien's kick sailed true. The Colts were winners and the Super Bowl III loss had been avenged.



Jim O'Brien's dramatic 32-yard field goal allowed Baltimore to balance its Super Bowl account.

Super Bowl V Ring

SCORING SUMMARY

Baltimore (AFC)	0	6	0	10	—	16
Dallas (NFC)	3	10	0	0	—	13

Dall — FG Clark 14
Dall — FG Clark 30
Balt — Mackey 75 pass from Unitas (kick blocked)
Dall — Thomas 7 pass from Morton (Clark kick)
Balt — Nowatzke 2 run (O'Brien kick)
Balt — FG O'Brien 32

TEAM STATISTICS	Balt	Dall		Balt	Dall
First downs	14	10	Sacks-yards lost	0-0	2-14
Rushes-yards	31-69	31-102	Return yards	159	65
Net yards passing	260	113	Punts-avg.	4-41.5	9-41.9
Total yards	329	215	Fumbles-lost	5-3	1-1
Passes	11-25-3	12-26-3	Penalties-yards	4-31	10-133

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Baltimore** — Nowatzke 10-33, Bulaich 18-28, Unitas 1-4, Havrilak 1-3, Morrall 1-1. **Dallas** — Garrison 12-65, Thomas 18-35, Morton 1-2.

PASSING (Comp.-att.-int.-yards) **Baltimore** — Morral 7-15-1-147, Unitas 3-9-2-88, Havrilak 1-1-0-25. **Dallas** — Morton 12-26-3-127.

RECEIVING (No.-yards) **Baltimore** — Jefferson 3-52, Mackey 2-80, Hinton 2-51, Havrilak 2-27, Nowatzke 1-45, Bulaich 1-5. **Dallas** — Reeves 5-46, Thomas 4-21, Garrison 2-19, Hayes 1-41.

INTERCEPTIONS (No.-yards) **Baltimore** — Volk 1-30, Logan 1-14, Curtis 1-13. **Dallas** — Howley 2-22, Renfro 1-0.

PUNTING (No.-avg.) **Baltimore** — Lee 4-41.5 **Dallas** — Widby 9-41.9.

STARTING LINEUPS

BALTIMORE	Offense	DALLAS
Eddie Hinton	WR	Bob Hayes
Bob Vogel	LT	Ralph Neely
Glen Ressler	LG	John Niland
Dan Curry	C	Dave Manders
John Williams	RG	Blaine Nye
Dan Sullivan	RT	Rayfield Wright
John Mackey	TE	Pettis Norman
Roy Jefferson	WR	Reggie Rucker
John Unitas	QB	Craig Morton
Norm Bulaich	RB	Walt Garrison
Tom Nowatzke	RB	Duane Thomas
	Defense	
Bubba Smith	LE	Larry Cole
Billy Ray Smith	LT	Jethro Pugh
Fred Miller	RT	Bob Lilly
Roy Hilton	RE	George Andrie
Ray May	LLB	Dave Edwards
Mike Curtis	MLB	Lee Roy Jordan
Ted Hendricks	RLB	Chuck Howley
Charley Stukes	LCB	Herb Adderley
Jim Duncan	RCB	Mel Renfro
Jerry Logan	SS	Cornell Green
Rick Volk	FS	Charlie Waters

Big Favorites.

TWA 747

TWA L-1011

The only widebodies we fly are the ones people prefer most - the 747 and the L-1011.

If you like the comfort of a widebody, you're going to like TWA. Because the only widebodies we fly are the widebodies people prefer most—the 747 and the L-1011.*

TWA's big, comfortable widebodies can make a long flight seem shorter. And you're going to like that.

TWA flies widebody 747's and L-1011's to U.S. cities coast to coast, and only widebody 747's and L-1011's to major cities throughout Europe.

Fly TWA's widebody 747's and L-1011's. You'll see why they're the widebodies people prefer most.

You're going to like us

TWA

RINGTHEBELL.TV on Archive.org

*Based on a recent survey of frequent business flyers.

"Hertz has a game plan for your road trip– free sports club admission privileges."

Free time on business trips can often be anything but free. Because many times you'll spend money doing things you wouldn't do if you had an interesting alternative. Well, Hertz has arranged an invigorating way for you to avoid wasteful activities when you're on the road. When you rent any car in our fleet you'll be entitled to free admission privileges at more than 95 major sports clubs in over 50 cities across the country. Just present a current Hertz rental agreement and you'll be able to take advantage of the various facilities (swimming, racquetball, and more) available at the individual locations. All you do is pay exactly what a member or guest would pay for court time, spa, etc. You can go as many times as you like during the period of your rental, any time during club hours. You may even call ahead to ask the manager to set up a playing partner for you if you're travelling alone. At Hertz, we're always trying to come up with innovative ways to make any road trip more comfortable, economical and enjoyable. Because we believe there's more to the rent-a-car business than just renting cars.

Hertz®

#1 For Everyone.

Hertz rents Fords and other fine cars.

® REG. U.S. PAT. OFF. © HERTZ SYSTEM, INC. 1981

VI: Dallas 24, Miami 3

The story of Super Bowl VI began at the end of Super Bowl V, with the helmet of Dallas defensive tackle Bob Lilly bouncing to midfield after he had slammed it to the turf following the Colts' last-second victory.

Lilly's disgust was a capsule of the Cowboys' past. "Next year's champions" they were called, more in jest than prophecy. "They can't win the big one," was their universal indictment.

Not only had the Cowboys lost the last Super Bowl, but they had failed in four divisional or league championship games in the previous four seasons.

Game VI gave them their first retribution — and they've been taking it ever since.

In Dallas's first series of plays on this very cold January day, they ran only once and ended up punting. But by the time the afternoon ended, the Cowboys, with Duane Thomas, Calvin Hill, and Walt Garrison, had run for 252 yards, 92 yards more than Green Bay had piled up in beating Oakland in Super Bowl II.

Dallas ran so successfully because the hub of the Miami defense, middle linebacker Nick Buoniconti, was controlled on virtually every play.

Meanwhile, the vaunted Dolphins' running game was stymied. Larry Csonka, who had not fumbled all season, lost the ball on his second carry of the game. And dangerous Dolphins wide receiver Paul Warfield was shut down by cornerback Cornell Green.

The Dolphins began wearing down late in the first half. The Cowboys ran seven times on a 76-yard drive and only one rush gained less than five yards. The touchdown came when Roger Staubach, who led Dallas to 10 straight victories after taking over the quarterback job from Craig Morton, passed seven yards to Lance Alworth.

The game was all but over after Dallas took the second-half kickoff. The Cowboys bulled 71 yards for the touchdown, with the enigmatic Thomas accounting for half of them.

"They're too young to win the Super Bowl," said Dallas linebacker Dave Edwards of the Dolphins. However, Miami, which had its first winning season just the year before, would be back.

It was Dallas's turn to shine in Super Bowl VI; quarterback Roger Staubach was the difference.

Super Bowl VI Ring

SCORING SUMMARY

Dallas (NFC)	3	7	7	7	—	24
Miami (AFC)	0	3	0	0	—	3

Dall — FG Clark 9
Dall — Alworth 7 pass from Staubach (Clark kick)
Mia — FG Yepremian 31
Dall — D. Thomas 3 run (Clark kick)
Dall — Ditka 7 pass from Staubach (Clark kick)

TEAM STATISTICS	Dall	Mia		Dall	Mia
First downs	23	10	Sacks-yards lost	2-19	1-29
Rushes-yards	48-252	20-80	Return yards	74	143
Net yards passing	100	105	Punts-avg.	5-37.2	5-40.0
Total yards	352	185	Fumbles-lost	1-1	2-2
Passes	12-19-0	12-23-1	Penalties-yards	3-15	0-0

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Dallas** — D. Thomas 19-95, Garrison 14-74, Hill 7-25, Staubach 5-18, Ditka 1-17, Hayes 1-16, Reeves 1-7. **Miami** — Csonka 9-40, Kiick 10-40, Griese 1-0.

PASSING (Comp.-att.-int.-yards) **Dallas** — Staubach 12-19-0-119. **Miami** — Griese 12-23-1-134.

RECEIVING (No.-yards) **Dallas** — D. Thomas 3-17, Alworth 2-28, Ditka 2-28, Hayes 2-23, Garrison 2-11, Hill 1-12. **Miami** — Warfield 4-39, Kiick 3-21, Csonka 2-18, Fleming 1-27, Twilley 1-20, Mandich 1-9.

INTERCEPTIONS (No.-yards) **Dallas** — Howley 1-41. **Miami** — None.

PUNTING (No.-avg.) **Dallas** — Widby 5-37.2. **Miami** — Seiple 5-40.0.

STARTING LINEUPS

DALLAS	Offense	MIAMI
Bob Hayes	WR	Paul Warfield
Tony Liscio	LT	Doug Crusan
John Niland	LG	Bob Kuechenberg
Dave Manders	C	Bob DeMarco
Blaine Nye	RG	Larry Little
Rayfield Wright	RT	Norm Evans
Mike Ditka	TE	Marv Fleming
Lance Alworth	WR	Howard Twilley
Roger Staubach	QB	Bob Griese
Walt Garrison	RB	Larry Csonka
Duane Thomas	RB	Jim Kiick
	Defense	
Larry Cole	LE	Jim Riley
Jethro Pugh	LT	Manny Fernandez
Bob Lilly	RT	Bob Heinz
George Andrie	RE	Bill Stanfill
Dave Edwards	LLB	Doug Swift
Lee Roy Jordan	MLB	Nick Buoniconti
Chuck Howley	RLB	Mike Kolen
Herb Adderley	LCB	Tim Foley
Mel Renfro	RCB	Curtis Johnson
Cornell Green	SS	Dick Anderson
Cliff Harris	FS	Jake Scott

VII: Miami 14, Washington 7

It was the No Names versus the Over-the-Hill Gang, a western-style gunfight in the Los Angeles Memorial Coliseum with 90,182 in the stands and 75 million watching on television.

Washington got its nickname the season before, when George Allen became coach and traded for veteran talent others felt was "over the hill."

It was Tom Landry's unwitting comment before Super Bowl VI that gave Miami's defense its name: "I can't recall their names, but they are a matter of great concern to us."

History weighed heavily on the Dolphins. They were unbeaten in 16 games. No previous NFL team ever played an entire season without losing.

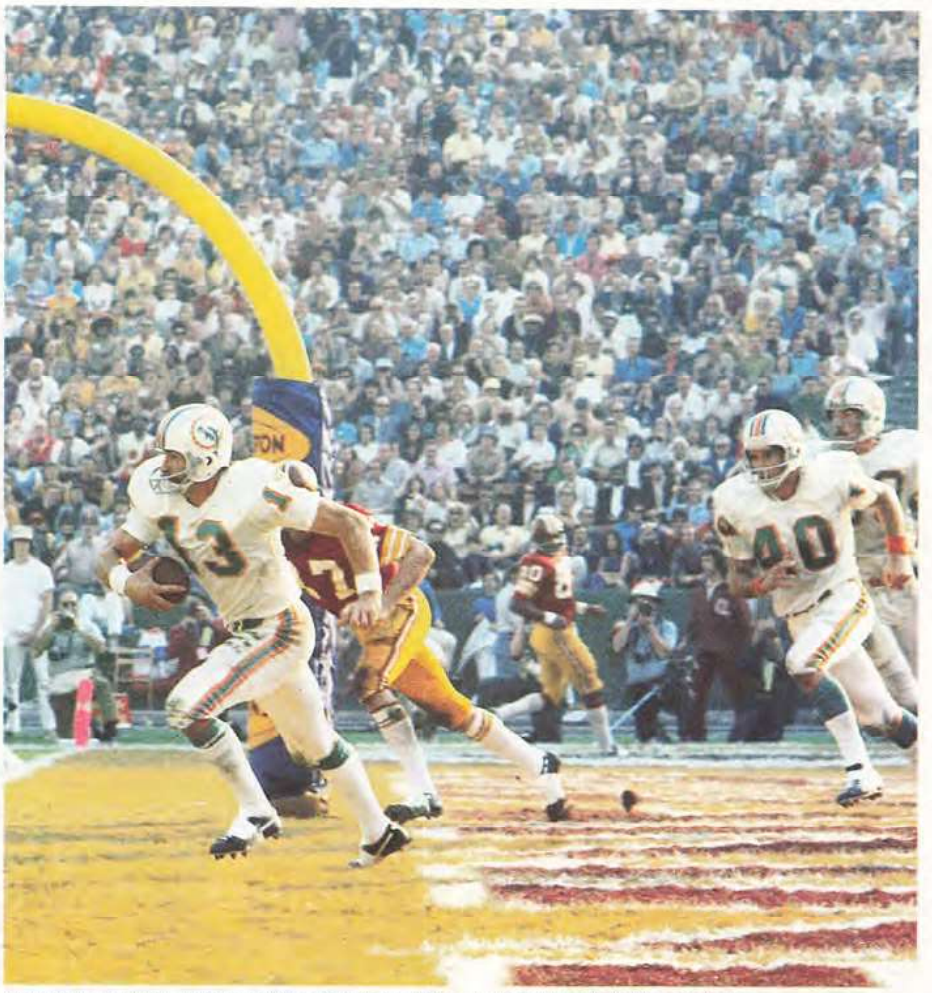
The cynics doubted that Miami could keep the streak alive. That doubt began to erode in the first quarter when Bob Griese, out most of the season with a broken ankle, completed a 28-yard pass for a touchdown to Howard Twilley. Twilley carried defender Pat Fischer five yards into the end zone. (Griese passed only 11 times all day, completing 8.)

Another Miami touchdown was nullified by a penalty, but middle linebacker Nick Buoniconti intercepted a pass and returned it 32 yards to the Redskins' 27. Jim Kiick eventually plunged a yard for the second touchdown.

The No-Names made big play after big play to frustrate Washington. Safety Jake Scott stopped two Redskins drives with interceptions, and the line shut down Larry Brown, the NFC's leading rusher. It wasn't until the final two minutes that the Redskins scored on the game's most memorable — and unusual — play. Bill Brundige blocked a field goal. Miami kicker Garo Yepremian picked it up and fumbled attempting to pass. Mike Bass of the Redskins recovered the bobbled ball and ran 49 yards to score.

"This team has gone into an area that no other team has gone into before," said Dolphins coach Don Shula, for whom the victory was personal redemption after two previous Super Bowl losses (one with Baltimore).

"In the past, there was always the feeling of not having achieved the ultimate. This is the ultimate."



Miami free safety Jake Scott's two interceptions helped frustrate the Redskins.

Super Bowl VII Ring

SCORING SUMMARY

Miami (AFC)	7	7	0	0	—	14
Washington (NFC)	0	0	0	7	—	7

Mia — Twilley 28 pass from Griese (Yepremian kick)
Mia — Kiick 1 run (Yepremian kick)
Wash — Bass 49 fumble recovery return (Knight kick)

TEAM STATISTICS	Mia	Wash		Mia	Wash
First downs	12	16	Sacks-yards lost	2-19	2-17
Rushes-yards	37-184	36-141	Return yards	132	103
Net yards passing	69	87	Punts-avg.	7-43.0	5-31.2
Total yards	253	228	Fumbles-lost	2-1	1-0
Passes	8-11-1	14-28-3	Penalties-yards	3-35	3-25

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Miami** — Csonka 15-112, Kiick 12-38, Morris 10-34. **Washington** — Brown 22-72, Harraway 10-37, Kilmer 2-18, C. Taylor 1-8, Smith 1-6.

PASSING (Comp.-att.-int.-yards) **Miami** — Griese 8-11-1-88. **Washington** — Kilmer 14-28-3-104.

RECEIVING (No.-yards) **Miami** — Warfield 3-36, Kiick 2-6, Twilley 1-28, Mandich 1-19, Csonka 1-(−1). **Washington** — Jefferson 5-50, Brown 5-26, C. Taylor 2-20, Smith 1-11, Harraway 1-(−3).

INTERCEPTIONS (No.-yards) **Miami** — Scott 2-63, Buoniconti 1-32. **Washington** — Owens 1-0.

PUNTING (No.-avg.) **Miami** — Seiple 7-43.0. **Washington** — Bragg 5-31.2.

STARTING LINEUPS

MIAMI		WASHINGTON
Paul Warfield	WR	Charley Taylor
Wayne Moore	LT	Terry Hermeling
Bob Kuechenberg	LG	Paul Laaveg
Jim Langer	C	Len Hauss
Larry Little	RG	John Wilbur
Norm Evans	RT	Walter Rock
Marv Fleming	TE	Jerry Smith
Howard Twilley	WR	Roy Jefferson
Bob Griese	QB	Bill Kilmer
Larry Csonka	RB	Charley Harraway
Jim Kiick	RB	Larry Brown
	Defense	
Vern Den Herder	LE	Ron McDole
Manny Fernandez	LT	Bill Brundige
Bob Heinz	RT	Diron Talbert
Bill Stanfill	RE	Verlon Biggs
Doug Swift	LLB	Jack Pardee
Nick Buoniconti	MLB	Myron Pottios
Mike Kolen	RLB	Chris Hanburger
Lloyd Mumphord	LCB	Pat Fischer
Curtis Johnson	RCB	Mike Bass
Dick Anderson	SS	Brig Owens
Jack Scott	FS	Roosevelt Taylor

© Lorillard, U.S.A., 1981

You found it.

Big deal taste in an ultra low tar...
Shuffle off and join the clubs.

5 mg. "tar", 0.4 mg. nicotine av. per cigarette, FTC Report May 1981.

VIII: Miami 24, Minnesota 7

It is the third quarter. The score is Miami 17, Minnesota 0. The Dolphins have the ball on the Vikings' 2 yard line.

Suddenly, Bob Griese, about to take the snap from center, whirls and asks: "What the hell is the snap count on?"

"One," says running back Jim Kiick.

"Two," says fullback Larry Csonka.

Griese takes Csonka's word. It is an error. When Griese gets the ball, Kiick and Csonka are still in their three-point stances. Nevertheless, Csonka roars ahead, takes the handoff, and plunges into the end zone.

Super Bowl VIII was virtually over before it began. Minnesota had won 14 games, but the Vikings were ranked twenty-third among the 26 NFL teams in stopping the run. Miami, which had emerged as one of the most relentless running teams of all time, took advantage of Minnesota's weakness with well-conceived misdirection plays. It also threw its "53" defense at the Vikings, one of the first of the recent 4-3s.

Griese, who threw only 11 passes in the previous Super Bowl, passed only seven times this day, completing six.

But the game belonged more to players such as Csonka, a massive rusher; Jim Langer, a pit bull of a center; and Bob Kuechenberg, a tenacious guard. Csonka gained a record 145 yards on 33 carries and scored two touchdowns.

But his path was cleared, sometimes yards beyond the line of scrimmage, by Langer and Kuechenberg, who took turns controlling Alan Page, the quick, pursuing Vikings defensive tackle.

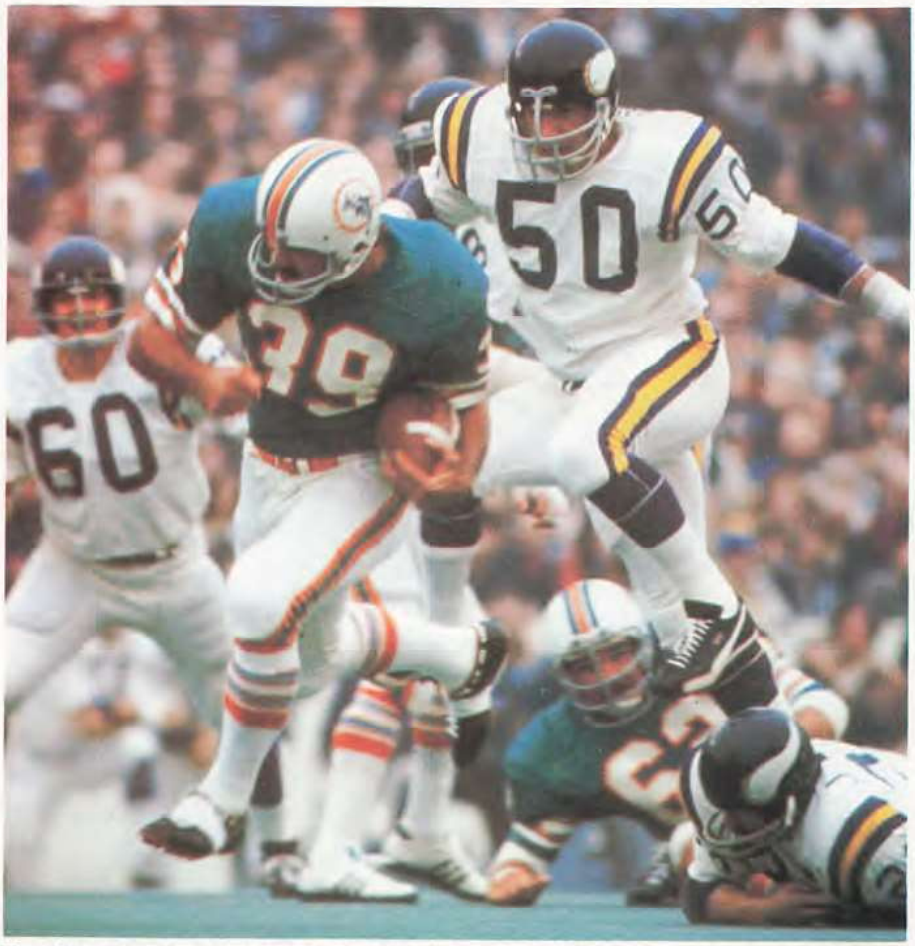
Page was asked when Miami began to look invincible. "After the first couple of plays," he admitted.

Csonka, an old-fashioned type of player, gave his blockers full credit. "I never got touched until I got to the secondary," he said.

"They just did everything to us on the running game," said Vikings defensive end Carl Eller. "Sweeps, traps, whatever."

There was a certain sadness, though, pervading the Dolphins' victory. There was a feeling, which proved accurate, that this was a last hurrah for the team, that it would be breaking up.

"The only adjective that fits this team is 'great,' " said Shula.



The Vikings had their hands full trying to handle the punishing runs of Miami's Larry Csonka.

Super Bowl VIII Ring

SCORING SUMMARY

Minnesota (NFC)	0	0	0	7	—	7
Miami (AFC)	14	3	7	0	—	24

Mia — Csonka 5 run (Yepremian kick)
Mia — Kiick 1 run (Yepremian kick)
Mia — FG Yepremian 28
Mai — Csonka 2 run (Yepremian kick)
Minn — Tarkenton 4 run (Cox kick)

TEAM STATISTICS	**Minn**	**Mia**		**Minn**	**Mia**
First downs	14	21	Sacks-yards lost	2-16	1-10
Rushes-yards	24-72	53-196	Return yards	69	77
Net yards passing	166	63	Punts-avg.	5-42.2	3-39.6
Total yards	238	259	Fumbles-lost	2-1	1-0
Passes	18-28-1	6-7-0	Penalties-yards	7-65	1-4

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Minnesota** — Reed 11-32, Foreman 7-18, Tarkenton 4-17, Marinaro 1-3, B. Brown 1-2. **Miami** — Csonka 33-145, Morris 11-34, Kiick 7-10, Griese 2-7.

PASSING (Comp.-att.-int.-yards) **Minnesota** — Tarkenton 18-28-1-182. **Miami** — Griese 6-7-0-73.

RECEIVING (No.-yards) **Minnesota** — Foreman 5-27, Gilliam 4-44, Voigt 3-46, Marinaro 2-39, B. Brown 1-9, Kingsriter 1-9, Lash 1-9, Reed 1-(-1). **Miami** — Warfield 2-33, Mandich 2-21, Briscoe 2-19.

INTERCEPTIONS (No.-yards) **Minnesota** — None. **Miami** — Johnson 1-10.

PUNTING (No.-avg.) **Minnesota** — Eischeid 5-42.2. **Miami** — Seiple 3-39.7.

STARTING LINEUPS

MINNESOTA	**Offense**	**MIAMI**
Carroll Dale	WR	Paul Warfield
Grady Alderman	LT	Wayne Moore
Ed White	LG	Bob Kuechenberg
Mick Tingelhoff	C	Jim Langer
Frank Gallagher	RG	Larry Little
Ron Yary	RT	Norm Evans
Stu Voigt	TE	Jim Mandich
John Gilliam	WR	Marlin Briscoe
Fran Tarkenton	QB	Bob Griese
Oscar Reed	RB	Larry Csonka
Chuck Foreman	RB	Mercury Morris
	Defense	
Carl Eller	LE	Vern Den Herder
Gary Larsen	LT	Manny Fernandez
Alan Page	RT	Bob Heinz
Jim Marshall	RE	Bill Stanfill
Roy Winston	LLB	Doug Swift
Jeff Siemon	MLB	Nick Buoniconti
Wally Hilgenberg	RLB	Mike Kolen
Nate Wright	LCB	Lloyd Mumphord
Bobby Bryant	RCB	Curtis Johnson
Jeff Wright	SS	Dick Anderson
Paul Krause	FS	Jake Scott

JVC presents the 8:00 movie. At 2:36 A.M.

Shuttle-Search lets you find what you want in seconds.

TV picture simulated.

You come home, and the movie's waiting. The picture is sharp, the colors are vibrant and true. That's because your JVC Vidstar recorded it...automatically, while you were gone.

You'd expect such picture quality to come from a complicated machine. But the new HR-7300 Vidstar is astonishingly easy to use. That's why we call it "video — pure and simple."

SIMPLE. IT ALMOST THINKS FOR YOU

"Logic" controls virtually anticipate your wishes. You can record up to 6 hours on a single tape. Program to record as many as 8 shows, up to 2 weeks ahead of time. "Shuttle Search" to locate scenes on the tape in seconds, even by remote control.

PURE. JVC'S BEST RECORDING TECHNOLOGY

JVC engineers originated VHS, the most popular video recording system in the world. And the new HR-7300 includes the most current refinements. Like a sophisticated 4-head system for a strikingly sharp, clear picture with any length of tape.

The HR-7300 Vidstar. For video recordings so beautiful, you'll think they were made by a pro. But so simple to operate, you don't have to be one.

VIDEO – PURE AND SIMPLE. JVC HR-7300

VIDSTAR™

JVC VHS®

US JVC CORP.
41 Slater Drive, Elmwood Park, NJ 07407
JVC CANADA INC., Scarborough, Ont.

IX: Pittsburgh 16, Minnesota 6

It had taken the Pittsburgh Steelers 42 years to get to the championship game of the NFL and now it looked as if they were sleep-walking through it. They led at halftime, but the score was a mere 2-0 against a Minnesota team that could generate almost no offense.

But something happened in the last two minutes of the second quarter that seemed to jar the Steelers awake.

Vikings receiver John Gilliam cut to the center of the field, deep in Pittsburgh territory. Fran Tarkenton hit him on the numbers, but Steelers safety Glen Edwards hit him even harder. Gilliam fumbled and Mel Blount recovered for Pittsburgh.

Instead of having a first down on the Steelers' 5, the Vikings had seen their best scoring chance dissipate. In fact, their only score would come in the fourth quarter on a blocked punt recovered for a touchdown.

The Pittsburgh defense, called the Steel Curtain, had been built painstakingly. When Chuck Noll became coach of the team in 1969 he vowed that he would assemble it patiently, through the college draft.

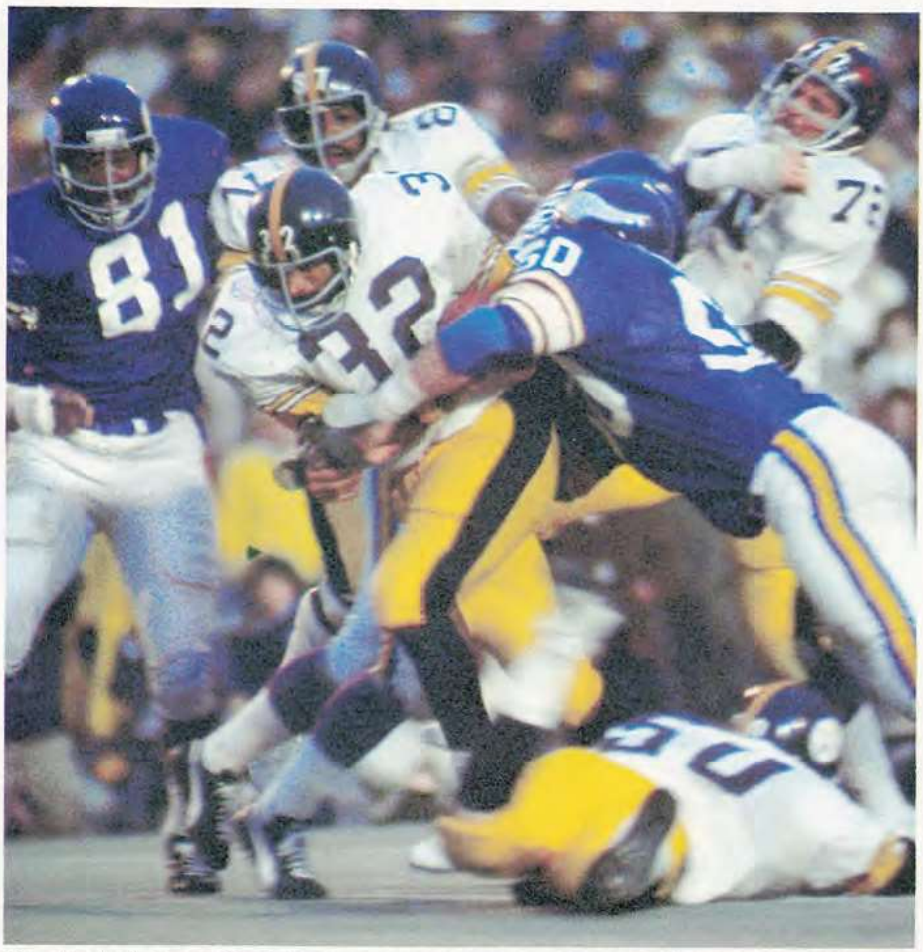
There were excuses enough to abandon the vow. After winning their first game under Noll, the Steelers lost their next 13. The fans were clamoring for offensive stars, but in his first draft Noll took a defensive tackle from North Texas State. A Pittsburgh newspaper asked "Joe Who?" in its headline.

In time they found out about Joe Greene, and also about Blount, L.C. Greenwood, Jack Ham, Jack Lambert, Andy Russell, and Dwight White.

The defense arrived earlier than the offense. In that first championship season the quarterback job floated among Terry Bradshaw, Joe Gilliam, and Terry Hanratty. Bradshaw finally got it back late in the year. Franco Harris, the main ball carrier, gained only 125 yards in his first three games, then gained 881 in his last nine, when he was fully healthy.

By game's end, Harris had a Super Bowl record 158 yards and a 12-yard touchdown run.

But it was the Steelers' defense that reigned, allowing the Vikings just 17 rushing yards and only 102 yards passing.



Running back Franco Harris broke rushing records and Minnesota's spirits in Super Bowl IX.

Super Bowl IX Ring

SCORING SUMMARY

Pittsburgh (AFC)	0	2	7	7	—	16
Minnesota (NFC)	0	0	0	6	—	6

Pitt — Safety, White downed Tarkenton in end zone
Pitt — Harris 12 run (Gerela kick)
Minn — T. Brown recovered blocked punt in end zone (kick failed)
Pitt — L. Brown 4 pass from Bradshaw (Gerela kick)

TEAM STATISTICS	**Pitt**	**Minn**		**Pitt**	**Minn**
First downs	17	9	Sacks-yards lost	2-12	0-0
Rushes-yards	57-249	21-17	Return yards	107	52
Net yards passing	84	102	Punts-avg.	7-34.7	6-37.2
Total yards	333	119	Fumbles-lost	4-2	3-2
Passes	9-14-0	11-26-3	Penalties-yards	8-122	4-18

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Pittsburgh** — Harris 34-158, Bleier 17-65, Bradshaw 5-33, Swann 1- (−7). **Minnesota** — Foreman 12-18, Tarkenton 1-0, Osborn 8- (−1).

PASSING (Comp.-att.-int.-yards) **Pittsburgh** — Bradshaw 9-14-0-96. **Minnesota** — Tarkenton 11-26-3-102.

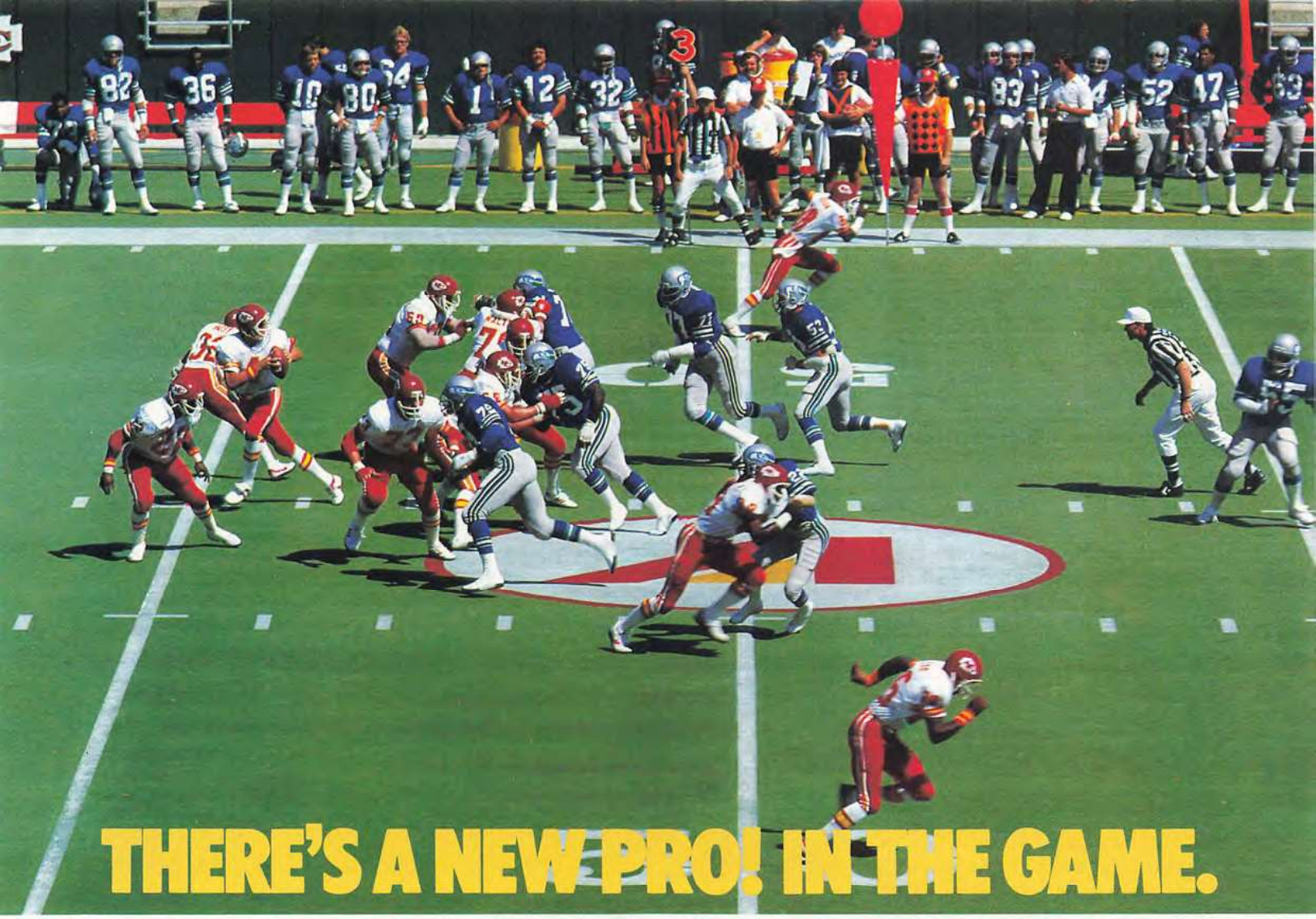
RECEIVING (No.-yards) **Pittsburgh** — Brown 3-49, Stallworth 3-24, Bleier 2-11, Lewis 1-12. **Minnesota** — Foreman 5-50, Voigt 2-31, Osborn 2-7, Gilliam 1-16, Reed 1- (−2).

INTERCEPTIONS (No.-yards) **Pittsburgh** — Wagner 1-26, Blount 1-10, Greene 1-10. **Minnesota** — None.

PUNTING (No.-avg.) **Pittsburgh** — Walden 7-34.7. **Minnesota** — Eischeid 6-37.2.

STARTING LINEUPS

PITTSBURGH	**Offense**	**MINNESOTA**
Frank Lewis	WR	Jim Lash
Jon Kolb	LT	Charles Goodrum
Jim Clack	LG	Andy Maurer
Ray Mansfield	C	Mick Tingelhoff
Gerry Mullins	RG	Ed White
Gordon Gravelle	RT	Ron Yary
Larry Brown	TE	Stu Voigt
Ron Shanklin	WR	John Gilliam
Terry Bradshaw	QB	Fran Tarkenton
Rocky Bleier	RB	Dave Osborn
Franco Harris	RB	Chuck Foreman
	Defense	
L. C. Greenwood	LE	Carl Eller
Joe Greene	LT	Doug Sutherland
Ernie Holmes	RT	Alan Page
Dwight White	RE	Jim Marshall
Jack Ham	LLB	Roy Winston
Jack Lambert	MLB	Jeff Siemon
Andy Russell	RLB	Wally Hilgenberg
J. T. Thomas	LCB	Nate Wright
Mel Blount	RCB	Jackie Wallace
Mike Wagner	SS	Jeff Wright
Glen Edwards	FS	Paul Krause



THERE'S A NEW PRO! IN THE GAME.

The new subscription PRO!... different from GameDay PRO!

The GameDay PRO! you buy at the stadium gives you rosters, player photos, and all the information you need to help you enjoy the game... plus interesting short features.

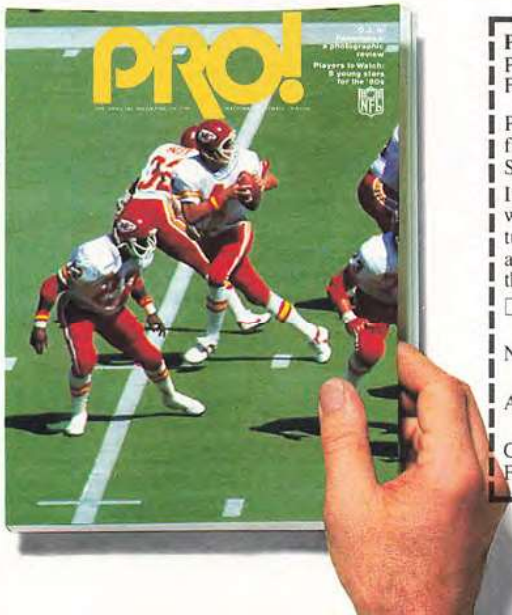
The all-new PRO!, available *only* by subscription, gives you an inside look at professional football. You get more features... more in-depth stories... more action photography in color... more coverage of the entire league and every phase of the game.

These two publications from the NFL combine to increase your enjoyment of the game. Buy GameDay PRO! at the stadium... and subscribe to the all-new PRO! for an inside look at professional football.

Your first look at the new PRO! is free!

We want you to see this big, beautiful, top quality national magazine... with no obligation. PRO! is not sold at newsstands or the stadium, so be sure to mail the coupon or call toll-free 1-800-453-9500... and we'll send you a trial copy. We'll also reserve a Charter Subscription in your name. When your trial copy comes, read and enjoy it. And to keep PRO! coming, just pay the invoice that comes with it. You'll get seven monthly issues from August through February for just $18... a full season of PRO! football excitement!

Guarantee: You have a right to cancel at any time and receive a refund for all undelivered issues.



PRO! Magazine
P.O. Box 939
Farmingdale, NY 11737

Please send me a trial copy of PRO! to examine free. And enter my name on the list of Charter Subscribers. Seven monthly issues for only $18.

If I decide I don't wish to continue with PRO!, I'll write "cancel" on the invoice you'll send me, return it within 10 days of receiving the trial issue, and be under no further obligation. In either case, the trial issue is mine.

☐ Check enclosed ☐ Bill me later

Name_____

Address_____

City_____ State_____ Zip_____

For foreign subscription, $25. A1HB1T

MIAMI, JANUARY 18, 1976

X: Pittsburgh 21, Dallas 17

This was the Bicentennial Super Bowl. It also was the Hollywood Super Bowl; scenes for the film *Black Sunday* were being shot during the game, which had enough action, excitement, and drama to be a feature film itself.

Dallas, the first wild card team to ever reach the Super Bowl, scored first when Steelers punter Bobby Walden took his eyes off the ball and it got away from him. Billy Joe DuPree tackled him on the Pittsburgh 29. On the next play, Roger Staubach, playing with injured ribs, passed down the middle to Drew Pearson, who split the defense at the 14 and raced into the end zone.

It was the first time all season the Steelers had yielded a point in the first quarter. Pittsburgh stormed back. Terry Bradshaw passed 32 yards to Lynn Swann, who made a leaping catch at the sideline, then 7 yards to tight end Randy Grossman for a touchdown. Swann had made only a cameo appearance in the previous Super Bowl and for a while it seemed he wouldn't play at all in this one. He had been knocked out of the AFC Championship Game by Oakland and spent the next three days in a hospital, recovering from a concussion.

The Steelers' defense was savage, sacking Roger Staubach seven times, three each by L.C. Greenwood and Dwight White, and intercepting him three times.

The defensive pressure — and Jack Lambert's fierce play — produced eight unanswered points (two field goals and a safety), which gave Pittsburgh a 15-10 lead. Then, late in the fourth quarter, Bradshaw went for the jugular. It was third and four from the Pittsburgh 36. Dallas blitzed.

Linebacker D.D. Lewis was just a trifle off course. Cliff Harris arrived a split second too late from his safety spot. Bradshaw's pass went far downfield to Swann, covered by just one man, Mark Washington.

Washington tried valiantly, but Swann made another spectacular, leaping reception and the Steelers had a 64-yard touchdown.

Staubach came up with some last-second heroics of his own, but Dallas fell short. The Steelers prevailed 21-17.

▲ *Lynn Swann, the most valuable player in Super Bowl X, turned receptions into points.*
► *Linebacker Jack Lambert and the Pittsburgh defense drew the Steel Curtain around Dallas.*

Super Bowl X Ring

SCORING SUMMARY

Dallas (NFC)	7	3	0	7	—	17
Pittsburgh (AFC)	7	0	0	14	—	21

Dall — D. Pearson 29 pass from Staubach (Fritsch kick)
Pitt — Grossman 7 pass from Bradshaw (Gerela kick)
Dall — FG Fritsch 36
Pitt — Safety, Harrison blocked Hoopes's punt out of end zone
Pitt — FG Gerela 36
Pitt — FG Gerela 18
Pitt — Swann 64 pass from Bradshaw (kick failed)
Dall — P. Howard 34 pass from Staubach (Fritsch kick)

TEAM STATISTICS	**Dall**	**Pitt**		**Dall**	**Pitt**
First downs	14	13	Sacks-yards lost	7-42	2-19
Rushes-yards	31-108	46-149	Return yards	101	198
Net yards passing	162	190	Punts-avg.	7-35.0	4-39.8
Total yards	270	339	Fumbles-lost	4-0	4-0
Passes	15-24-3	9-19-0	Penalties-yards	2-20	0-0

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Dallas** — Newhouse 16-56, Staubach 5-22, Dennison 5-16, P. Pearson 5-14. **Pittsburgh** — Harris 27-82, Bleier 15-51, Bradshaw 4-16.

PASSING (Comp.-att.-int.-yards) **Dallas** — Staubach 15-24-3-204. **Pittsburgh** — Bradshaw 9-19-0-209.

RECEIVING (No.-yards) **Dallas** — P. Pearson 5-53, Young 3-31, D. Pearson 2-59, Newhouse 2-12, P. Howard 1-34, Fugett 1-9, Dennison 1-6. **Pittsburgh** — Swann 4-161, Stallworth 2-8, Harris 1-26, L. Brown 1-7, Grossman 1-7.

INTERCEPTIONS (No.-yards) **Dallas** — None. **Pittsburgh** — Edwards 1-35, Thomas 1-35, Wagner 1-19.

PUNTING (No.-avg.) **Dallas** — Hoopes 7-35.0. **Pittsburgh** — Walden 4-39.8.

STARTING LINEUPS

DALLAS	**Offense**	**PITTSBURGH**
Golden Richards	WR	John Stallworth
Ralph Neely	LT	Jon Kolb
Burton Lawless	LG	Jim Clack
John Fitzgerald	C	Ray Mansfield
Blaine Nye	RG	Gerry Mullins
Rayfield Wright	RT	Gordon Gravelle
Jean Fugett	TE	Larry Brown
Drew Pearson	WR	Lynn Swann
Roger Staubach	QB	Terry Bradshaw
Robert Newhouse	RB	Rocky Bleier
Preston Pearson	RB	Franco Harris
	Defense	
Ed Jones	LE	L. C. Greenwood
Jethro Pugh	LT	Joe Greene
Larry Cole	RT	Ernie Holmes
Harvey Martin	RE	Dwight White
Dave Edwards	LLB	Jack Ham
Lee Roy Jordan	MLB	Jack Lambert
D. D. Lewis	RLB	Andy Russell
Mark Washington	LCB	J. T. Thomas
Mel Renfro	RCB	Mel Blount
Charlie Waters	SS	Mike Wagner
Cliff Harris	FS	Glen Edwards

58
63

PASADENA, JANUARY 9, 1977

XI: Oakland 32, Minnesota 14

Three times the Minnesota Vikings had gone to a Super Bowl and each time they had been defeated.

This time, against Oakland, they swore it would be different. "This team has a new dimension," said coach Bud Grant. "Emotion."

Grant seemed like a prophet when, late in the opening quarter, Minnesota did what no other team had done before — block one of Ray Guy's punts. Fred McNeill, who had knifed in to make the block, recovered on the Oakland 3.

The Vikings desperately needed a touchdown. Not only would it put them ahead for the first time in a Super Bowl game, it would give them precious momentum. But on their second play, they fumbled. Linebacker Phil Villapiano smashed into running back Brent McClanahan, and Willie Hall recovered for the Raiders.

Oakland then drove 90 yards, and Errol Mann kicked a 24-yard field goal.

The matchup between Jim Marshall and Art Shell became a microcosm of the game itself: Marshall, the savvy, determined, 240-pound Vikings defensive end, versus Shell, the savvy, massive 285-pound Raiders offensive tackle. Shell, and with him the Raiders, won.

With Ken Stabler passing to Fred Biletnikoff and Dave Casper, with Oakland's runners churning behind Shell and guard Gene Upshaw, Oakland rolled up a 19-0 lead before Minnesota scored.

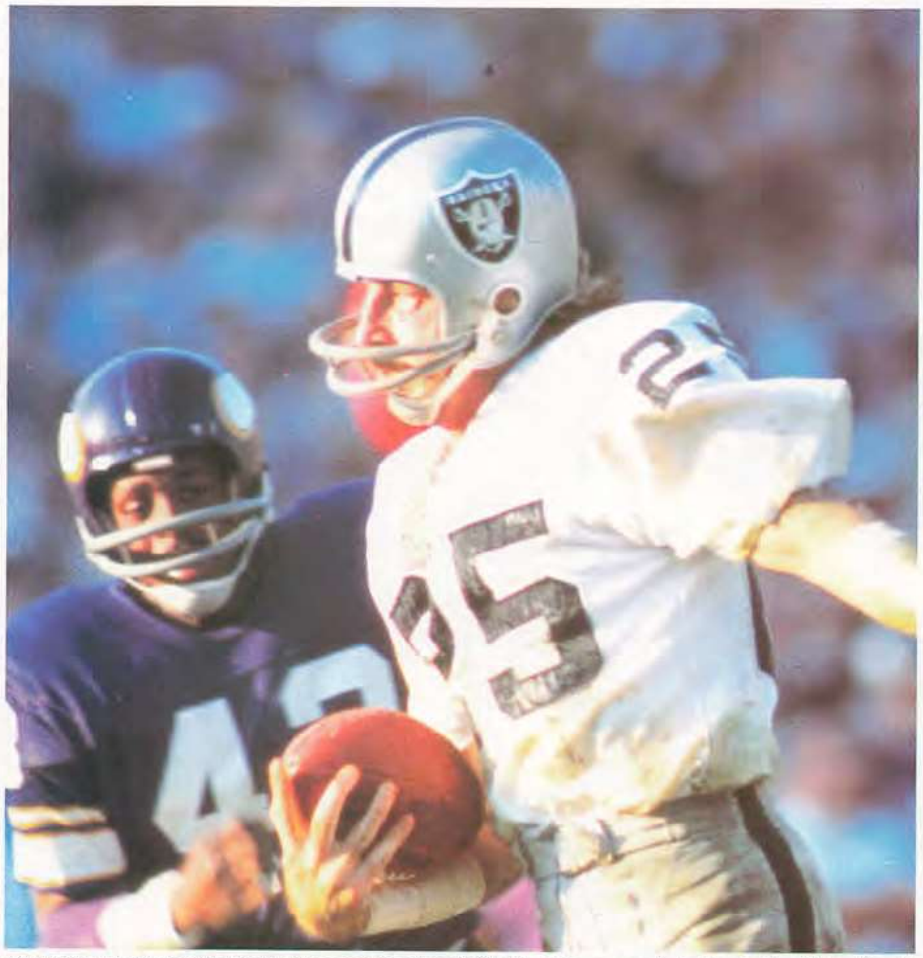
"We have a bunch of renegades who play well together," explained Stabler.

Four of those renegades, Upshaw, Biletnikoff, Pete Banaszak, and Willie Brown, had played on the Oakland team beaten by Green Bay in Super Bowl II.

Their moment of fulfillment was assured when Brown streaked 75 yards with a fourth-quarter interception for a touchdown and a 32-7 lead.

"We knew on Wednesday that we could beat 'em," said Villapiano, with typical Raiders candor. "The hardest part was waiting for the game."

The Raiders, who gained a record-breaking 429 yards, won their first National Football League title before a record Super Bowl crowd (103,438) plus 81 million television viewers, the largest audience ever to watch a sporting event.



Fred Biletnikoff was the Raiders' man of the hour in Oakland's successful return to the Super Bowl.

Super Bowl XI Ring

SCORING SUMMARY

Oakland (AFC)	0	16	3	13	— 32
Minnesota (NFC)	0	0	7	7	— 14

Oak — FG Mann 24
Oak — Casper 1 pass from Stabler (Mann kick)
Oak — Banaszak 1 run (kick failed)
Oak — FG Mann 40
Minn — S. White 8 pass from Tarkenton (Cox kick)
Oak — Banaszak 2 run (Mann kick)
Oak — Brown 75 interception return (kick failed)
Minn — Voigt 13 pass from Lee (Cox kick)

TEAM STATISTICS	**Oak**	**Minn**		**Oak**	**Minn**
First downs	21	20	Sacks-yards lost	2-17	1-4
Rushes-yards	52-266	26-71	Return yards	181	150
Net yards passing	163	282	Punts-avg.	5-40.5	7-37.9
Total yards	429	353	Fumbles-lost	0-0	1-1
Passes	12-19-0	24-44-2	Penalties-yards	4-30	2-25

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Oakland** — Davis 16-137, van Eeghen 18-73, Garrett 4-19, Banaszak 10-19, Ginn 2-9, Rae 2-9. **Minnesota** — Foreman 17-44, Johnson 2-9, S. White 1-7, Lee 1-4, Miller 2-4, McClanahan 3-3.

PASSING (Comp.-att.-int.-yards) **Oakland** — Stabler 12-19-0-180. **Minnesota** — 17-35-2-205, Lee 7-9-0-81.

RECEIVING (No.-yards) **Oakland** — Biletnikoff 4-79, Casper 4-70, Branch 3-20, Garrett 1-11. **Minnesota** — S. White 5-77, Foreman 5-62, Voigt 4-49, Miller 4-19, Rashad 3-53, Johnson 3-26.

INTERCEPTIONS (No.-yards) **Oakland** — Brown 1-75, Hall 1-16. **Minnesota** — None.

PUNTING (No.-avg.) **Oakland** — Guy 4-40.5 **Minnesota** — Clabo 7-37.9.

STARTING LINEUPS

OAKLAND	**Offense**	**MINNESOTA**
Cliff Branch	WR	Ahmad Rashad
Art Shell	LT	Steve Riley
Gene Upshaw	LG	Charles Goodrum
Dave Dalby	C	Mick Tingelhoff
George Buehler	RG	Ed White
John Vella	RT	Ron Yary
Dave Casper	TE	Stu Voigt
Fred Biletnikoff	WR	Sammy White
Ken Stabler	QB	Fran Tarkenton
Mark van Eeghen	RB	Brent McClanahan
Clarence Davis	RB	Chuck Foreman
	Defense	
John Matuszak	LE	Carl Eller
Dave Rowe	NT-LT	Doug Sutherland
Otis Sistrunk	RE-RT	Alan Page
Phil Villapiano	LOLB-RE	Jim Marshall
Monte Johnson	LILB-LLB	Matt Blair
Willie Hall	RILB-MLB	Jeff Siemon
Ted Hendricks	ROLB-RLB	Wally Hilgenberg
Skip Thomas	LCB	Nate Wright
Willie Brown	RCB	Bobby Bryant
George Atkinson	SS	Jeff Wright
Jack Tatum	FS	Paul Krause

America's enduring classic: Pendleton.

Chevrolet Cavalier:

Mastery of mind over matter.

Cavalier: A graduate course in advanced technology.

It takes more than 43 standard features to make Cavalier a complete car.

It takes the complete ingenuity of robots that perform over 400 spot welds per body. Ultrasonic weld testers that measure the strength of a weld with echo readings. Optic laser probes that audit body fit. And gamma rays that inspect parts not visible to the naked eye.

Tomorrow's technology way ahead of schedule.

What it takes, in essence, is some of the most advanced manufacturing technology known to man.

The kind of superhuman technology used in the creation of the Cavalier Sedan, Coupe, Hatchback and Wagon.

The end result of this superhuman effort is a precision-built automobile with over 1,000 quality control checks. Precise fits around the hood, door and deck lid. Plus an incredible attention to detail—such as window moldings mortised like a fine picture frame.

Masterpiece of advanced thinking.

Test drive the precision-built front-wheel-drive Cavalier at your Chevy dealer's. It represents the mastery of mind over matter. And the new kind of thinking at Chevrolet.

Chevrolet

Chevy makes good things happen

XII: Dallas 27, Denver 10

Dallas's opening play was a fumble, but it also was a message. Tom Landry's call was for a double reverse. Butch Johnson fumbled the last exchange of the ball, but recovered for a nine-yard loss.

"Landry was warning them [the Denver Broncos] to look for anything," said Cliff Harris, the Cowboys' safety. "Landry was letting them know they had to stay at home."

Immobilizing the Denver defense, the intense play of which had made the Broncos the surprise team of the season, was sound practice. The Broncos would manage to sack Roger Staubach five times. They would force six fumbles.

But Denver still had to worry about Dallas's unpredictability. It was such that Landry was ready to use a special play in which Staubach was to end up the receiver, but it was never needed.

Nevertheless, this was to be a defensive game, a clash of nicknamed units — Denver's Orange Crush against Dallas's Doomsday II — that was dominated by the Cowboys.

That was evident in Denver's first three possessions: Craig Morton was sacked by Randy White for an 11-yard loss to end the first; Randy Hughes intercepted Morton to end the second; and Aaron Kyle intercepted Morton to finish the third.

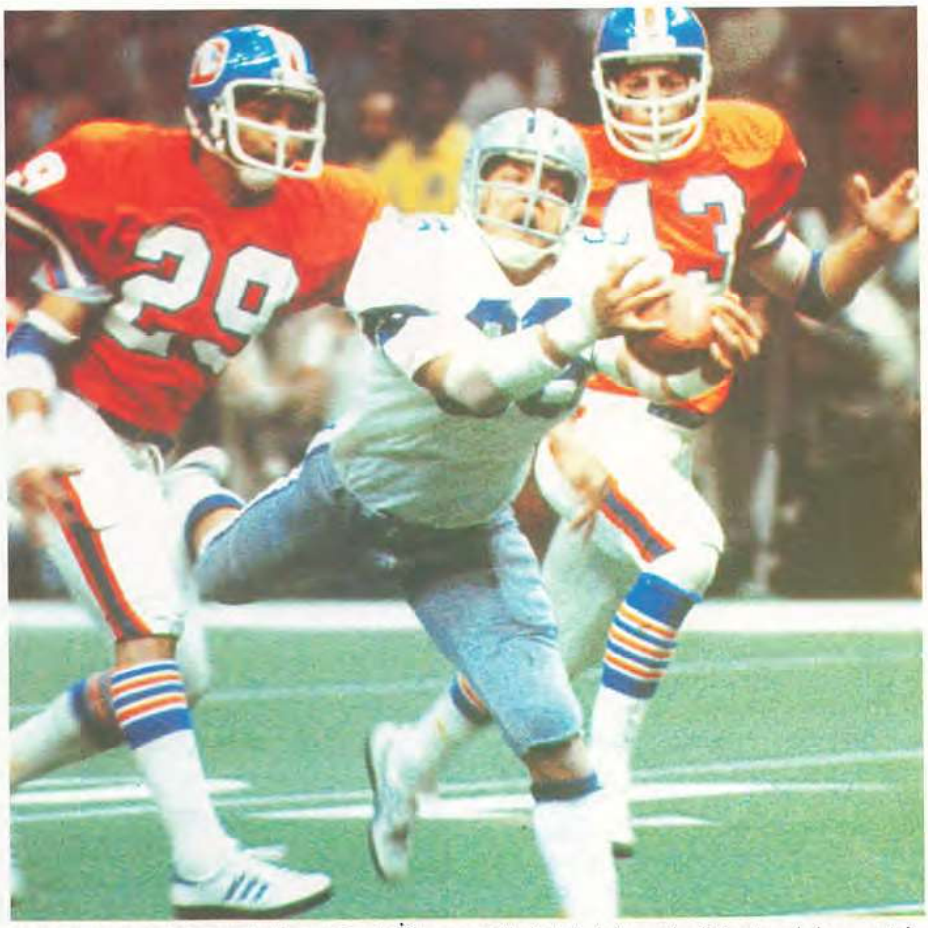
Denver had the ball eight times in the first half and turned it over six times, either by interception or fumble. Yet the Cowboys' lead was just 13-0.

It took one of the great catches in Super Bowl history, Johnson's reception of Staubach's 45-yard pass in the end zone, to break open the game in the third quarter.

The finishing touch came midway through the fourth quarter when fullback Robert Newhouse pulled up short in the midst of a sweep to the left and fired a 29-yard pass to Golden Richards for a touchdown.

Just how much the Dallas defense controlled the game was recognized when White and Harvey Martin were named co-winners of the most valuable player award.

Martin put the honor in perspective when he said: "We feel we are representing our entire line."



Big plays were the story in Super Bowl XII, especially Butch Johnson's diving touchdown catch.

Super Bowl XII Ring

SCORING SUMMARY

Dallas (NFC)	10	3	7	7	—	27
Denver (AFC)	0	0	10	0	—	10

Dall — Dorsett 3 run (Herrera kick)
Dall — FG Herrera 35
Dall — FG Herrera 43
Den — FG Turner 47
Dall — Johnson 45 pass from Staubach (Herrera kick)
Den — Lytle 1 run (Turner kick)
Dall — Richards 29 pass from Newhouse (Herrera kick)

TEAM STATISTICS	**Dall**	**Den**		**Dall**	**Den**
First downs	17	11	Sacks-yards lost	5-35	4-26
Rushes-yards	38-143	29-121	Return yards	118	195
Net yards passing	182	35	Punts-avg.	5-41.6	4-38.2
Total yards	325	156	Fumbles-lost	6-2	4-4
Passes	19-28-0	8-25-4	Penalties-yards	12-94	8-60

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Dallas** — Dorsett 15-66, Newhouse 14-55, D. White 1-13, P. Pearson 3-11, Staubach 3-6, Laidlaw 1-1, Johnson 1-(-9). **Denver** — Lytle 10-35, Armstrong 7-27, Weese 3-26, Jensen 1-16, Keyworth 5-9, Perrin 3-8.

PASSING (Comp.-att.-int.-yards) **Dallas** — Staubach 17-25-0-183, D. White 1-2-0-5, Newhouse 1-1-0-29. **Denver** — Morton 4-15-4-39, Weese 4-10-0-22.

RECEIVING (No.-yards) **Dallas** — P. Pearson 5-37, DuPree 4-66, Newhouse 3-(-1), Johnson 2-53, Richards 2-38, Dorsett 2-11, D. Pearson 1-13. **Denver** — Dolbin 2-24, Odoms 2-9, Moses 1-21, Upchurch 1-9, Jensen 1-5, Perrin 1-(-7).

INTERCEPTIONS (No.-yards) **Dallas** — Washington 1-27, Kyle 1-19, Barnes 1-0, Hughes 1-0. **Denver** — None.

PUNTING (No.-avg.) **Dallas** — D. White 5-41.6. **Denver** — Dilts 4-38.2.

STARTING LINEUPS

DALLAS	**Offense**	**DENVER**
Butch Johnson	WR	Jack Dolbin
Ralph Neely	LT	Andy Maurer
Herbert Scott	LG	Tom Glassic
John Fitzgerald	C	Mike Montler
Tom Rafferty	RG	Paul Howard
Pat Donovan	RT	Claudie Minor
Billy Joe DuPree	TE	Riley Odoms
Drew Pearson	WR	Haven Moses
Roger Staubach	QB	Craig Morton
Robert Newhouse	RB	Jon Keyworth
Tony Dorsett	RB	Otis Armstrong
	Defense	
Ed Jones	LE	Barney Chavous
Jethro Pugh	LT-NT	Rubin Carter
Randy White	RT-RE	Lyle Alzado
Harvey Martin	RE-LOLB	Bob Swenson
Thomas Henderson	LLB-LILB	Joe Rizzo
Bob Breunig	MLB-RILB	Randy Gradishar
D.D. Lewis	RLB-ROLB	Tom Jackson
Benny Barnes	LCB	Louis Wright
Aaron Kyle	RCB	Steve Foley
Charlie Waters	SS	Bill Thompson
Cliff Harris	FS	Bernard Jackson

MIAMI, JANUARY 21, 1979

XIII: Pittsburgh 35, Dallas 31

The NFL owners had changed the rules of pro football, making it easier to protect the passer and allowing receivers to move into the secondary without being bounced around like bumper pool balls.

Most teams had approached the changes gingerly. This day Pittsburgh would exploit them fully.

Pittsburgh quarterback Terry Bradshaw started by connecting with John Stallworth for a 28-yard touchdown. Before he was finished he had thrown three more scoring aerials, including a record-tying 75-yarder, and had amassed 318 yards passing.

When linebacker Thomas (Hollywood) Henderson roughed him after a whistle blew and Franco Harris became enraged, Bradshaw sent Harris up the middle against a Cowboys blitz for a 22-yard scoring run. "Franco ran as hard as I've ever seen him run," said Bradshaw.

But the Cowboys were not exactly wallflowers. They answered the Steelers' first score with one of their own — a 26-yard pass to Tony Hill. Dallas went ahead in the second quarter when blitzing linebacker Mike Hegman stripped the ball from Bradshaw's hands and bolted 37 yards for a touchdown. But on a pivotal play in the third quarter, with Pittsburgh leading 21-14, Dallas tight end Jackie Smith dropped a sure touchdown pass in the end zone, and the Cowboys had to settle for a field goal.

It was close right to the end, with Dallas scoring on Roger Staubach's second and third touchdown passes within a little more than two minutes as the fourth quarter wound down.

Both touchdown drives were sandwiched around a successful onside kick.

The first drive ended with a seven-yard scoring pass to tight end Billy Joe DuPree. The second drive followed the onside kick and with 26 seconds left in the game, wide receiver Butch Johnson caught a four-yard touchdown pass.

Dallas tried another onside kick, but it was recovered by Rocky Bleier to end the game.

"Bradshaw was the difference," said Dallas safety Charlie Waters.

"He can throw a football twenty yards," added Cliff Harris, "like I can throw a dart twenty feet."

▲ *John Stallworth's first-quarter touchdown reception inspired the Steelers in Super Bowl XIII.*
► *Jackie Smith's reaction to a dropped touchdown pass foreshadowed a larger agony for Dallas.*

Super Bowl XIII Ring

SCORING SUMMARY

Pittsburgh (AFC)	7	14	0	14	— 35
Dallas (NFC)	7	7	3	14	— 31

Pitt — Stallworth 28 pass from Bradshaw (Gerela kick)
Dall — Hill 39 pass from Staubach (Septien kick)
Dall — Hegman 37 fumble recovery return (Septien kick)
Pitt — Stallworth 75 pass from Bradshaw (Gerela kick)
Pitt — Bleier 7 pass from Bradshaw (Gerela kick)
Dall — FG Septien 27
Pitt — Harris 22 run (Gerela kick)
Pitt — Swann 18 pass from Bradshaw (Gerela kick)
Dall — DuPree 7 pass from Staubach (Septien kick)
Dall — Johnson 4 pass from Staubach (Septien kick)

TEAM STATISTICS	**Pitt**	**Dall**		**Pitt**	**Dall**
First downs	19	21	Sacks-yards lost	4-27	5-52
Rushes-yards	24-66	32-154	Return yards	85	158
Net yards passing	291	176	Punts-avg.	3-43.0	5-39.6
Total yards	357	330	Fumbles-lost	2-2	3-2
Passes	17-30-1	17-30-1	Penalties-yards	5-35	9-89

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Pittsburgh** — Harris 20-68, Bleier 2-3, Bradshaw 2- (– 5). **Dallas** — Dorsett 16-96, Staubach 4-37, Laidlaw 3-12, P. Pearson 1-6, Newhouse 8-3.

PASSING (Comp.-att.-int.-yards) **Pittsburgh** — Bradshaw 17-30-1-318. **Dallas** — Staubach 17-30-1-228.

RECEIVING (No.-yards) **Pittsburgh** — Swann 7-124, Stallworth 3-115, Grossman 3-29, Bell 2-21, Harris 1-22, Bleier 1-7. **Dallas** — Dorsett 5-44, D. Pearson 4-73, Hill 2-49, Johnson 2-30, DuPree 2-17, P. Pearson 2-15.

INTERCEPTIONS (No.-yards) **Pittsburgh** — Blount 1-13. **Dallas** — Lewis 1-21.

PUNTING (No.-avg.) **Pittsburgh** — Colquitt 3-43.0. **Dallas** — D. White 5-39.6.

STARTING LINEUPS

PITTSBURGH	**Offense**	**DALLAS**
John Stallworth	WR	Tony Hill
Jon Kolb	LT	Pat Donovan
Sam Davis	LG	Herbert Scott
Mike Webster	C	John Fitzgerald
Gerry Mullins	RG	Tom Rafferty
Ray Pinney	RT	Rayfield Wright
Randy Grossman	TE	Billy Joe DuPree
Lynn Swann	WR	Drew Pearson
Terry Bradshaw	QB	Roger Staubach
Rocky Bleier	RB	Robert Newhouse
Franco Harris	RB	Tony Dorsett
	Defense	
L. C. Greenwood	LE	Ed Jones
Joe Greene	LT	Larry Cole
Steve Furness	RT	Randy White
John Banaszak	RE	Harvey Martin
Jack Ham	LLB	Thomas Henderson
Jack Lambert	MLB	Bob Breunig
Loren Toews	RLB	D. D. Lewis
Ron Johnson	LCB	Benny Barnes
Mel Blount	RCB	Aaron Kyle
Donnie Shell	SS	Charlie Waters
Mike Wagner	FS	Cliff Harris

XIV: Pittsburgh 31, Los Angeles 19

The cynics took an excursion back to the early Super Bowls when it came time to assess the Los Angeles Rams.

The Rams had come into the game with the poorest record ever for a Super Bowl participant: 9 victories, 7 losses.

The oddsmakers made them 11-point underdogs to the mighty Steelers, who had made the Super Bowl their personal festival. Not since Game IV, when Kansas City was considered 13 points inferior to Minnesota, had there been such a disparity.

The mighty Steelers — along with everyone else — got more than they expected.

At the end of the third quarter, the Rams led 19-17. Their defense had done something no other Super Bowl foe ever had done to the Steelers' running game: stymied it. Unfortunately, for Los Angeles, they couldn't shut off the passing game as well.

Early in the fourth quarter, Pittsburgh was confronted with a third and eight on its 27. Two receivers, the gifted Lynn Swann and Theo Bell, already had been forced out of the game.

Terry Bradshaw sent wide receiver John Stallworth deep downfield. Rod Perry had inside coverage on him. Dave Elmendorf had outside coverage.

Bradshaw's pass was perfect.

The play covered 73 yards for a touchdown to put the Steelers ahead.

The Rams came right back, driving to the Steelers' 32. Quarterback Vince Ferragamo went back to pass on first down, but didn't see middle linebacker Jack Lambert, who had dropped deep. Lambert sprang in front of intended receiver Ron Smith and intercepted on the 14.

Bradshaw then completed another pass, for 45 yards, to Stallworth. Five plays later, Franco Harris cracked over from the 1 for the deciding points.

The final score, 31-19, was deceiving, though. The Rams had made it one of the most exciting Super Bowl games of all; the lead changed hands six times.

But in the end, it was the Steelers celebrating yet another great moment, a fourth Super Bowl victory.

"This was an invitation engraved in gold," said Joe Greene. "An invitation to immortality."

▲ *Rams running back Wendell Tyler had the longest run of the day (39 yards), but to little avail.*
◀ *John Stallworth outstepped Rod Perry on a 73-yard touchdown catch to put Pittsburgh on top.*

Super Bowl XIV Ring

SCORING SUMMARY

Los Angeles (NFC)	7	6	6	0	—	19
Pittsburgh (AFC)	3	7	7	14	—	31

Pitt — FG Bahr 41
LA — Bryant 1 run (Corral kick)
Pitt — Harris 1 run (Bahr kick)
LA — FG Corral 31
LA — FG Corral 45
Pitt — Swann 47 pass from Bradshaw (Bahr kick)
LA — Smith 24 pass from McCutcheon (kick failed)
Pitt — Stallworth 73 pass from Bradshaw (Bahr kick)
Pitt — Harris 1 run (Bahr kick)

TEAM STATISTICS	**LA**	**Pitt**		**LA**	**Pitt**
First downs	16	19	Sacks-yards lost	4-42	0-0
Rushes-yards	29-107	37-84	Return yards	104	209
Net yards passing	194	309	Punts-avg.	5-44.0	2-42.5
Total yards	301	393	Fumbles-lost	0-0	0-0
Passes	16-26-1	14-21-3	Penalties-yards	2-26	6-65

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Los Angeles** — Tyler 17-60, Bryant 6-30, McCutcheon 5-10, Ferragamo 1-7. **Pittsburgh** — Harris 20-46, Bleier 10-25, Bradshaw 3-9, Thornton 4-4.

PASSING (Comp.-att.-int.-yards) **Los Angeles** — Ferragamo 15-25-1-212, McCutcheon 1-1-0-24. **Pittsburgh** — Bradshaw 14-21-3-309.

RECEIVING (No.-yards) **Los Angeles** — Waddy 3-75, Bryant 3-21, Tyler 3-20, Dennard 2-32, Nelson 2-20, D. Hill 1-28, Smith 1-24, McCutcheon 1-16. **Pittsburgh** — Swann 5-79, Stallworth 3-121, Harris 3-66, Cunningham 2-21, Thornton 1-22.

INTERCEPTIONS (No.-yards) **Los Angeles** — Elmendorf 1-10, Brown 1-6, Perry 1-(-1), Thomas 0-6. **Pittsburgh** — Lambert 1-16.

PUNTING (No.-avg.) **Los Angeles** — Clark 5-44.0. **Pittsburgh** — Colquitt 2-42.5.

STARTING LINEUPS

LOS ANGELES	**Offense**	**PITTSBURGH**
Billy Waddy	WR	John Stallworth
Doug France	LT	Jon Kolb
Kent Hill	LG	Sam Davis
Rich Saul	C	Mike Webster
Dennis Harrah	RG	Gerry Mullins
Jackie Slater	RT	Larry Brown
Terry Nelson	TE	Bennie Cunningham
Preston Dennard	WR	Lynn Swann
Vince Ferragamo	QB	Terry Bradshaw
Cullen Bryant	RB	Rocky Bleier
Wendell Tyler	RB	Franco Harris
	Defense	
Jack Youngblood	LE	L. C. Greenwood
Mike Fanning	LT	Joe Greene
Larry Brooks	RT	Gary Dunn
Fred Dryer	RE	John Banaszak
Jim Youngblood	LLB	Dennis Winston
Jack Reynolds	MLB	Jack Lambert
Bob Brudzinski	RLB	Robin Cole
Pat Thomas	LCB	Ron Johnson
Rod Perry	RCB	Mel Blount
Dave Elmendorf	SS	Donnie Shell
Nolan Cromwell	FS	J. T. Thomas

Walter Iooss © Sports Illustrated

THERE'S NEVER BEEN A TRUCK LIKE IT BEFORE.

CHEVY S-10

TOTALLY NEW. QUALITY BUILT!

A new-size, high-quality pickup. The new Chevy S-10 is longer than the import pickups and smaller than full-size pickups. It's American-built and engineered for accurate metal-to-metal fit—for quality you can see, hear and feel.

Twice the towing power of the imports with available V6. An optional 2.8 Liter V6 and optional Heavy-Duty Towing Package let a properly equipped Chevy S-10 haul up to 4,000 lbs., including trailer and cargo. What's more, a Heavy-Duty Payload option lets Chevy S-10 haul bigger payloads than many full-size pickups.

Chevy S-10, shown with optional Tahoe trim, in Cinnamon Red.

Higher gas mileage ratings than any of the best-selling import trucks. The S-10's standard 1.9 Liter four-cylinder engine has some very impressive gas mileage ratings.

49 STATES		CALIFORNIA	
39	28	40	28
EST. HWY.	EPA EST. MPG (CITY)	EST. HWY.	EPA EST. MPG (CITY)

Use estimated MPG for comparisons. Your mileage may differ depending on speed, distance, weather. Mileage will be less in heavy city traffic. Actual highway mileage lower.

Some Chevrolet trucks are equipped with engines produced by other GM divisions, subsidiaries, or affiliated companies worldwide. See your dealer for details.

Totally new Chevy S-10. There's never been a truck like it before. A great combination of features. High mileage. Available V6. Big payload and towing capacity. Quality fit and finish. Roomy cab. Smooth ride. Double-wall construction. There's never been a truck like it before.

DON'T WAIT. ORDER YOURS TODAY.

CHEVY TRUCKS

CHEVY IS THE POWER IN TRUCKS.

XV: Oakland 27, Philadelphia 10

The matchup between Oakland and Philadelphia could have been an anticlimax. The teams had met earlier in the regular season and the Eagles won 10-7 in a primitive, hard-hitting game.

The score was less important than what the Eagles' defense had done to Oakland's passing game. The aging Raiders' offensive linemen could not protect Cinderella quarterback Jim Plunkett. The Eagles sacked him eight times; Claude Humphrey had beaten tackle Henry Lawrence to record three sacks.

The Eagles had come from all directions and the Raiders' blockers bumped into each other trying to pick them up.

Evidence that the Super Bowl game would be different came when Ron Jaworski threw his first pass of the game and linebacker Rod Martin intercepted.

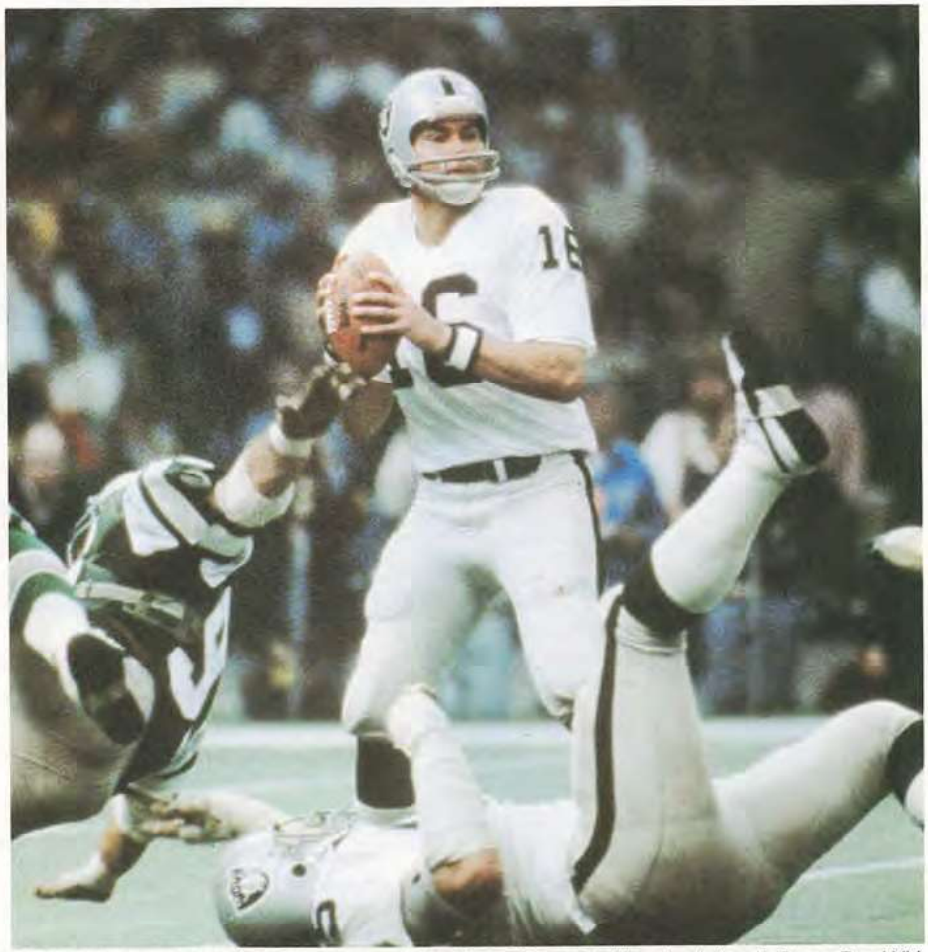
Oakland moved to the Eagles' 2 yard line. The Philadelphia pass rushers went after Plunkett, but he scrambled deftly out of trouble, passing to Cliff Branch in the end zone for the Raiders' first touchdown.

In the final minute of the first quarter, the Eagles forced Plunkett from the pocket again. On the run, he spotted Kenny King at the Raiders' 39 and passed to him. King ran the rest of the way to the end zone untouched for the longest touchdown play in Super Bowl history, 80 yards.

Philadelphia kicker Tony Franklin came through on a 30-yard field goal in the second quarter, but the quarter ended on a block of his 28-yard attempt by freelancing Raiders linebacker Ted Hendricks. The score was 14-3, Raiders.

By the third quarter, the Raiders' linemen were totally dominating the Eagles' pass rushers, giving Plunkett ease and comfort. He threw 32 yards to Bob Chandler and then 29 yards to Branch, who seemed covered perfectly by rookie Roynell Young, but then took position and made a leaping reception for a touchdown.

Philadelphia gamely pushed to the Raiders' 34, then Martin made his second of three interceptions. Chris Bahr's subsequent field goal made it 24-3 and the Raiders were on their way to becoming the first wild card team to win the Super Bowl. ■



Jim Plunkett was Cinderella in spikes as he led the wild card Raiders to victory in Super Bowl XV.

Super Bowl XV Ring

SCORING SUMMARY

Oakland (AFC)	14	0	10	3	—	27
Philadelphia (NFC)	0	3	0	7	—	10

Oak — Branch 2 pass from Plunkett (Bahr kick)
Oak — King 80 pass from Plunkett (Bahr kick)
Phil — FG Franklin 30
Oak — Branch 29 pass from Plunkett (Bahr kick)
Oak — FG Bahr 46
Phil — Krepfle 8 pass from Jaworski (Franklin kick)
Oak — FG Bahr 35

TEAM STATISTICS	Oak	Phil		Oak	Phil
First downs	17	19	Sacks-yards lost	1-1	0-0
Rushes-yards	34-117	26-69	Return yards	93	107
Net yards passing	260	291	Punts-avg.	3-42.0	3-36.7
Total yards	377	360	Fumbles-lost	0-0	1-1
Passes	13-21-0	18-38-3	Penalties-yards	5-37	6-57

INDIVIDUAL STATISTICS

RUSHING (Att.-yards) **Oakland** — van Eeghen 19-80, King 6-18, Jensen 3-12, Plunkett 3-9, Whittington 3-(-2). **Philadelphia** — Montgomery 16-44, Harris 7-14, Giammona 1-7, Harrington 1-4, Jaworski 1-0.

PASSING (Comp.-att.-int.-yards) **Oakland** — Plunkett 13-21-0-261. **Philadelphia** — Jaworski 18-38-3-291.

RECEIVING (No.-yards) **Oakland** — Branch 5-67, Chandler 4-77, King 2-93, Chester 2-24. **Philadelphia** — Montgomery 6-91, Carmichael 5-83, Smith 2-59, Krepfle 2-16, Spagnola 1-22, Parker 1-19, Harris 1-1.

INTERCEPTIONS (No.-yards) **Oakland** — Martin 3-44. **Philadelphia** — None.

PUNTING (No.-avg.) **Oakland** — Guy 3-42.0. **Philadelphia** — Runager 3-36.7.

STARTING LINEUPS

OAKLAND		PHILADELPHIA
Cliff Branch	WR	Harold Carmichael
Art Shell	LT	Stan Walters
Gene Upshaw	LG	Petey Perot
Dave Dalby	C	Guy Morriss
Mickey Marvin	RG	Woody Peoples
Henry Lawrence	RT	Jerry Sisemore
Raymond Chester	TE	Keith Krepfle
Bob Chandler	WR	John Spagnola
Jim Plunkett	QB	Ron Jaworski
Mark van Eeghen	RB	Leroy Harris
Kenny King	RB	Wilbert Montgomery
	Defense	
John Matuszak	LE	Dennis Harrison
Reggie Kinlaw	NT	Charlie Johnson
Dave Browning	RE	Carl Hairston
Ted Hendricks	LOLB	John Bunting
Matt Millen	LILB	Bill Bergey
Bob Nelson	RILB	Frank LeMaster
Rod Martin	ROLB	Jerry Robinson
Lester Hayes	LCB	Roynell Young
Dwayne O'Steen	RCB	Herman Edwards
Mike Davis	SS	Randy Logan
Burgess Owens	FS	Brenard Wilson

Support your team in style!

with a NFL Booster Warmer™

A Trademark of Raymond Downing Associates, Inc.

It's NEW
It's FANtastic!

TEAMS AVAILABLE

Bears	Jets
Bills	Oilers
Broncos	Packers
Browns	Patriots
Chargers	Raiders
Chiefs	Rams
Cowboys	Redskins
Eagles	Seahawks
Falcons	Steelers
49ers	Vikings

It's a Cape—It's a Blanket—It's a Wall Hanging
It's a Terrific Gift-Giving Idea!

The BOOSTER WARMER™ is 100% *deep pile Acrylic* in 40" x 60" over-sized comfort. Not an inexpensive print... *it is Loom Woven* for long wearing luxury and easy care machine wash and dry. The zipper that converts it to a soft, fur-like, *COZY CAPE* is Nylon. *It fits everyone and over anything.* Fully extended, *it will cover two laps* down to the toes. *Super as a lustrous WALL HANGING*... office or den... and especially for those starry-eyed, hero worshipping kids. Then, cuddle under it on a sofa, a bed or in an car. The beach... the pool... picnics... *you bet it's great!*

Wear it anywhere... show it proudly... show your colors and let the Booster Warmer™ declare your loyalty.

Sure, the colors are OFFICIAL TEAM COLORS... The N.F.L. says so.

NFL Official Licensed Product — **For Quality and Style**

FOR FASTER ORDER SERVICE, MASTER & VISA CARD HOLDERS
CALL TOLL FREE, 800-323-7322 IN ILLINOIS, CALL (312) 960-5000

Mail to, with Check or Money Order, payable to
RAYMOND DOWNING ASSOCIATES
5050 Newport Drive, #7, Dept. 208
Rolling Meadows, IL 60008.

Please Type or Print
Team(s) _____

ONLY $29.95 each
Add $3.45 each for Shipping and Handling

Illinois Residents add 6% sales tax.

Inquire for Group Rates and customized designs

NAME (please print) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please charge this purchase to: ☐ Mastercard™ ☐ Visa®

Acct. No. ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ Allow approx. 4 weeks for shipment

☐☐☐☐ MASTERCARD BANK NUMBER CARD EXPIRES ☐☐ ☐☐

SIGNATURE _____

If you're not completely satisfied, simply return within thirty (30) days for refund or exchange.

RINGTHEBELL on Archive.org

SPECIAL DISCOUNTS FOR GIFT-GIVING

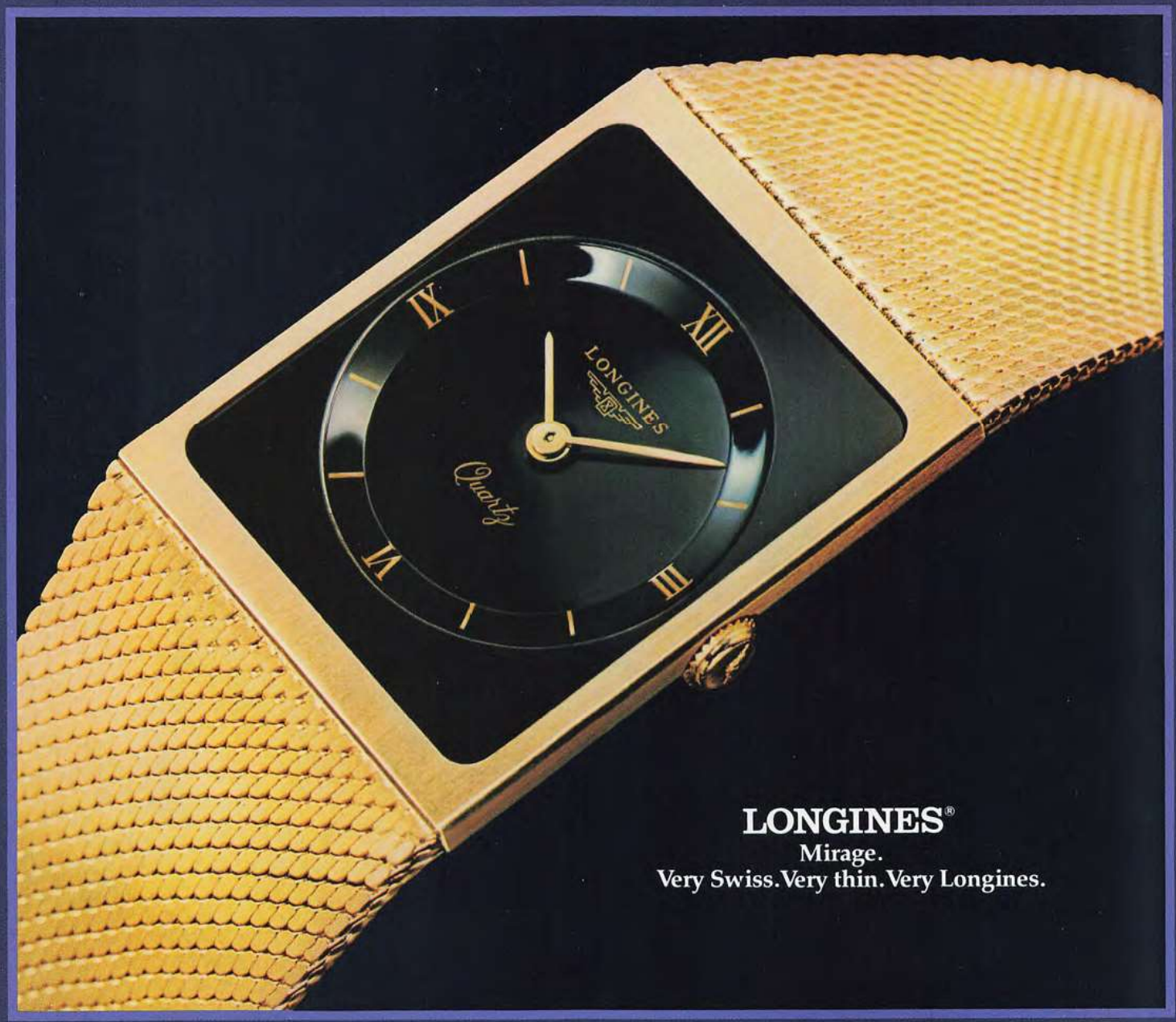
2 or 3	$27.00 Each
4, 5, 6, or 7	25.50 Each
8 or 9	23.95 Each
10 or More	22.50 Each

YOU MAY COMBINE ANY TEAMS TO OBTAIN QUANTITY DISCOUNT.

IMPORTANT

Regardless of Unit Price YOU MUST ADD **$3.45 EACH** for Shipping and Handling. EXCEPTION: For 10 or more add only $1.45 each.

THE TIME IS LONGINES. THE PLACE IS ZALES.



LONGINES®
Mirage.
Very Swiss. Very thin. Very Longines.

You know that Longines watch you wanted for Christmas? The one you didn't get? Well, it's not too late. In fact, Longines selection at Zales has never been better.

Consider the Longines quartz-movement Mirage, a $550 gold-tone version of Longines $4800 18-karat gold watch. Or the lizard-strap Mirage at $475. Or any of the Longines collection featured at Zales.

The Longines watch. There's simply no better time to own one or give one. And there's no better place to choose one than Zales.

ZALES
The Diamond Store
is all you need to know.

"Come to think of it, I'll have a Heineken."

Super Bowl Records

Individual Records

Service

Most games
- 5 Marv Fleming, Green Bay, I, II; Miami, VI, VII, VIII
  Larry Cole, Dallas, V, VI, X, XII, XIII
  Cliff Harris, Dallas, V, VI, X, XII, XIII
  D. D. Lewis, Dallas, V, VI, X, XII, XIII
  Preston Pearson, Baltimore, III; Pittsburgh, IX; Dallas, X, XII, XIII
  Charlie Waters, Dallas, V, VI, X, XII, XIII
- 4 By many players

Most games, winning team
- 4 By many players

Most games, coach
- 5 Tom Landry, Dallas, V, VI, X, XII, XIII
- 4 Don Shula, Baltimore, III; Miami, VI, VII, VIII
  Harry (Bud) Grant, Minnesota, IV, VIII, IX, XI
  Chuck Noll, Pittsburgh, IX, X, XIII, XIV

Most games, winning team, coach
- 4 Chuck Noll, Pittsburgh, IX, X, XIII, XIV
- 2 Vince Lombardi, Green Bay, I, II
  Don Shula, Miami, VII, VIII
  Tom Landry, Dallas, VI, XII

Scoring

Most points, career
- 24 Franco Harris, Pittsburgh, 4 games (4-td)
- 20 Don Chandler, Green Bay, 2 games (8-pat, 4-fg)

Most points, game
- 15 Don Chandler, Green Bay vs. Oakland, II (3-pat, 4-fg)

Most touchdowns, career
- 4 Franco Harris, Pittsburgh, 4 games (4-r)
- 3 John Stallworth, Pittsburgh, 4 games (3-p)
  Lynn Swann, Pittsburgh, 4 games (3-p)

Most touchdowns, game
- 2 Max McGee, Green Bay vs Kansas City, I (2-p)
  Elijah Pitts, Green Bay vs. Kansas City, I (2-r)
  Bill Miller, Oakland vs. Green Bay, II (2-p)
  Larry Csonka, Miami vs. Minnesota, VIII (2-r)
  Pete Banaszak, Oakland vs. Minnesota, XI (2-r)
  John Stallworth, Pittsburgh vs. Dallas, XIII (2-p)
  Franco Harris, Pittsburgh vs. Los Angeles, XIV (2-r)
  Cliff Branch, Oakland vs. Philadelphia, XV (2-p)

Most points after touchdown, career
- 8 Don Chandler, Green Bay, 2 games (8 att)
  Roy Gerela, Pittsburgh, 3 games (9 att)
- 5 Garo Yepremian, Miami, 3 games (5 att)

Most points after touchdowns, game
- 5 Don Chandler, Green Bay vs. Kansas City, I (5 att)
  Roy Gerela, Pittsburgh vs. Dallas, XIII (5 att)

Most field goals attempted, career
- 7 Roy Gerela, Pittsburgh, 3 games
- 6 Jim Turner, N. Y. Jets-Denver, 2 games

Most field goals attempted, game
- 5 Jim Turner, N. Y. Jets vs. Baltimore, III
  Efren Herrera, Dallas vs. Denver, XII

Most field goals, career
- 4 Don Chandler, Green Bay, 2 games (4 att)
  Jim Turner, N. Y. Jets-Denver, 2 games (6 att)
- 3 Mike Clark, Dallas, 2 games (3 att)
  Jan Stenerud, Kansas City, 1 game (3 att)

Most field goals, game
- 4 Don Chandler, Green Bay vs. Oakland, II

Longest field goal
- 48 Jan Stenerud, Kansas City vs. Minnesota, IV

Most safeties, game
- 1 Dwight White, Pittsburgh vs. Minnesota, IX
  Reggie Harrison, Pittsburgh vs. Dallas, X

Rushing

Most attempts, career
- 101 Franco Harris, Pittsburgh, 4 games
- 57 Larry Csonka, Miami, 3 games

Most attempts, game
- 34 Franco Harris, Pittsburgh vs. Minnesota, IX

Most yards gained, career
- 354 Franco Harris, Pittsburgh, 4 games
- 297 Larry Csonka, Miami, 3 games

Most yards gained, game
- 158 Franco Harris, Pittsburgh vs. Minnesota, IX

Longest run from scrimmage
- 58 Tom Matte, Baltimore vs. N. Y. Jets, III

Highest average gain, career (20 attempts)
- 5.3 Walt Garrison, Dallas, 2 games (26-139)
- 5.2 Tony Dorsett, Dallas, 2 games (31-162)

Highest average gain, game (10 attempts)
- 10.5 Tom Matte, Baltimore vs. N. Y. Jets, III (11-116)

Most touchdowns, career
- 4 Franco Harris, Pittsburgh, 4 games
- 2 Elijah Pitts, Green Bay, 1 game
  Jim Kiick, Miami, 3 games
  Larry Csonka, Miami, 3 games
  Pete Banaszak, Oakland, 2 games

Most touchdowns, game
- 2 Elijah Pitts, Green Bay vs. Kansas City, I
  Larry Csonka, Miami vs. Minnesota, VIII
  Pete Banaszak, Oakland vs. Minnesota, XI
  Franco Harris, Pittsburgh vs. Los Angeles, XIV

I	Jan. 15, 1967	Green Bay 35, Kansas City 10
II	Jan. 14, 1968	Green Bay 33, Oakland 14
III	Jan. 12, 1969	New York Jets 16, Baltimore 7
IV	Jan. 11, 1970	Kansas City 23, Minnesota 7
V	Jan. 17, 1971	Baltimore 16, Dallas 13
VI	Jan. 16, 1972	Dallas 24, Miami 3
VII	Jan. 14, 1973	Miami 14, Washington 7
VIII	Jan. 13, 1974	Miami 24, Minnesota 7
IX	Jan. 12, 1975	Pittsburgh 16, Minnesota 6
X	Jan. 18, 1976	Pittsburgh 21, Dallas 17
XI	Jan. 9, 1977	Oakland 32, Minnesota 14
XII	Jan. 15, 1978	Dallas 27, Denver 10
XIII	Jan. 21, 1979	Pittsburgh 35, Dallas 31
XIV	Jan. 20, 1980	Pittsburgh 31, Los Angeles 19
XV	Jan. 25, 1981	Oakland 27, Philadelphia 10

Oakland's King scores on an 80-yard pass.

Passing

Most attempts, career
- 98 Roger Staubach, Dallas, 4 games
- 89 Fran Tarkenton, Minnesota, 3 games

Most attempts, game
- 38 Ron Jaworski, Philadelphia vs. Oakland, XV

Most completions, career
- 61 Roger Staubach, Dallas, 4 games
- 49 Terry Bradshaw, Pittsburgh, 4 games

Most completions, game
- 18 Fran Tarkenton, Minnesota vs. Miami, VIII
  Ron Jaworski, Philadelphia vs. Oakland, XV

Highest completion percentage, career (40 attempts)
- 63.6 Len Dawson, Kansas City, 2 games (44-28)
- 63.4 Bob Griese, Miami, 3 games (41-26)

Highest completion percentage, game (20 attempts)
- 69.6 Bart Starr, Green Bay vs. Kansas City, I (23-16)

Most yards gained, career
- 932 Terry Bradshaw, Pittsburgh, 4 games
- 734 Roger Staubach, Dallas, 4 games

Most yards gained, game
- 318 Terry Bradshaw, Pittsburgh vs. Dallas, XIII

Longest completion
- 80 Jim Plunkett (to King), Oakland vs. Philadelphia, XV (TD)

Highest average gain, career (40 attempts)
- 11.10 Terry Bradshaw, Pittsburgh, 4 games (84-932)
- 9.62 Bart Starr, Green Bay, 2 games (47-452)

Highest average gain, game (20 attempts)
- 14.71 Terry Bradshaw, Pittsburgh vs. Los Angeles, XIV (21-309)

Most touchdown passes, career
- 9 Terry Bradshaw, Pittsburgh, 4 games
- 8 Roger Staubach, Dallas, 4 games

Most touchdown passes, game
- 4 Terry Bradshaw, Pittsburgh vs. Dallas, XIII

Lowest percentage, passes had intercepted, career (40 attempts)
- 2.13 Bart Starr, Green Bay, 2 games (47-1)
- 4.08 Roger Staubach, Dallas, 4 games (98-4)

Most attempts, without interception, game
- 28 Joe Namath, N. Y. Jets vs. Baltimore, III

Most interceptions, career
- 7 Craig Morton, Dallas-Denver, 2 games
- 6 Fran Tarkenton, Minnesota, 3 games

Most interceptions, game
- 4 Craig Morton, Denver vs. Dallas, XII

Pass Receptions

Most receptions, career
- 16 Lynn Swann, Pittsburgh, 4 games
- 15 Chuck Foreman, Minnesota, 3 games

Most receptions, game
- 8 George Sauer, N. Y. Jets vs. Baltimore, III

Most yards gained, career
- 364 Lynn Swann, Pittsburgh, 4 games
- 268 John Stallworth, Pittsburgh, 4 games

Most yards gained, game
- 161 Lynn Swann, Pittsburgh vs. Dallas, X

Longest reception
- 80 Kenny King (from Plunkett), Oakland vs. Philadelphia, XV (TD)

Highest average gain, career (8 receptions)
- 24.4 John Stallworth, Pittsburgh, 4 games (11-268)
- 22.8 Lynn Swann, Pittsburgh, 4 games (16-364)

Highest average gain, game (3 receptions)
- 40.3 John Stallworth, Pittsburgh vs. Los Angeles, XIV (3-121)

Most touchdowns, career
- 3 John Stallworth, Pittsburgh, 4 games
  Lynn Swann, Pittsburgh, 4 games
- 2 Max McGee, Green Bay, 2 games
  Bill Miller, Oakland, 1 game
  Butch Johnson, Dallas, 2 games
  Cliff Branch, Oakland, 2 games

Most touchdowns, game
- 2 Max McGee, Green Bay vs. Kansas City, I
  Bill Miller, Oakland vs. Green Bay, II
  John Stallworth, Pittsburgh vs. Dallas, XIII
  Cliff Branch, Oakland vs. Philadelphia, XV

Punting

Most punts, career
- 17 Mike Eischeid, Oakland-Minnesota, 3 games
- 15 Larry Seiple, Miami, 3 games

Most punts, game
- 9 Ron Widby, Dallas vs. Baltimore, V

Longest punt
- 61 Jerrel Wilson, Kansas City vs. Green Bay, I

Highest average, career (10 punts)
- 46.5 Jerrel Wilson, Kansas City, 2 games
- 41.3 Larry Seiple, Miami, 3 games

Highest average, game (4 punts)
- 48.5 Jerrel Wilson, Kansas City vs. Minnesota, IV

Punt Returns

Most punt returns, career
- 6 Willie Wood, Green Bay, 2 games
  Jake Scott, Miami, 3 games
  Theo Bell, Pittsburgh, 2 games
- 4 By six players

Most punt returns, game
- 5 Willie Wood, Green Bay vs. Oakland, II

Most fair catches, game
- 3 Ron Gardin, Baltimore vs. Dallas, V
  Golden Richards, Dallas vs. Pittsburgh, X

Most yards gained, career
- 45 Jake Scott, Miami, 3 games
- 44 Theo Bell, Pittsburgh, 2 games

Most yards gained, game
- 43 Neal Colzie, Oakland vs. Minnesota, XI

Longest return
- 31 Willie Wood, Green Bay vs. Oakland, II

Highest average, career (4 returns)
- 10.8 Neal Colzie, Oakland, 1 game
- 8.5 Tim Brown, Baltimore, 1 game

Highest average, game (3 returns)
- 11.3 Lynn Swann, Pittsburgh vs. Minnesota, IX

Most touchdowns, game
- None

Kickoff Returns

Most kickoff returns, career
- 8 Larry Anderson, Pittsburgh, 2 games

Super Bowl Records Continued

7 Preston Pearson, Baltimore-Pittsburgh-Dallas, 5 games

Most kickoff returns, game
5 Larry Anderson, Pittsburgh vs. Los Angeles, XIV
Billy Campfield, Philadelphia vs. Oakland, XV

Most yards gained, career
207 Larry Anderson, Pittsburgh, 2 games
123 Eugene (Mercury) Morris, Miami, 3 games

Most yards gained, game
162 Larry Anderson, Pittsburgh vs. Los Angeles, XIV

Longest return
67 Rick Upchurch, Denver vs. Dallas, XII

Highest average, career (4 returns)
25.9 Larry Anderson, Pittsburgh, 2 games
22.5 Jim Duncan, Baltimore, 1 game

Highest average, game (3 returns)
32.4 Larry Anderson, Pittsburgh vs. Los Angeles, XIV

Most touchdowns, game
None

Interceptions By

Most interceptions by, career
3 Chuck Howley, Dallas, 2 games
Rod Martin, Oakland, 1 game
2 Randy Beverly, N. Y. Jets, 1 game
Jake Scott, Miami, 3 games
Mike Wagner, Pittsburgh, 3 games
Mel Blount, Pittsburgh, 4 games

Most interceptions by, game
3 Rod Martin, Oakland vs. Philadelphia, XV

Most yards gained, career
75 Willie Brown, Oakland, 2 games
63 Chuck Howley, Dallas, 2 games
Jake Scott, Miami, 3 games

Most yards gained, game
75 Willie Brown, Oakland vs. Minnesota, XI

Longest return
75 Willie Brown, Oakland vs. Minnesota, XI (TD)

Most touchdowns, game
1 Herb Adderley, Green Bay vs. Oakland, II
Willie Brown, Oakland vs. Minnesota, XI

Fumbles

Most fumbles, career
5 Roger Staubach, Dallas, 4 games
Franco Harris, Pittsburgh, 4 games
Terry Bradshaw, Pittsburgh, 4 games

Most fumbles, game
3 Roger Staubach, Dallas vs. Pittsburgh, X

Most fumbles recovered, career
2 Jake Scott, Miami, 3 games (1 own, 1 opp)
Fran Tarkenton, Minnesota, 3 games (2 own)
Franco Harris, Pittsburgh, 4 games (2 own)
Roger Staubach, Dallas, 4 games (2 own)
Bobby Walden, Pittsburgh, 2 games (2 own)
John Fitzgerald, Dallas, 4 games (2 own)
Randy Hughes, Dallas, 3 games (2 opp)
Butch Johnson, Dallas, 2 games (2 own)

Most fumbles recovered, game
2 Jake Scott, Miami vs. Minnesota, VIII (1 own, 1 opp)
Roger Staubach, Dallas vs. Pittsburgh, X (2 own)
Randy Hughes, Dallas vs. Denver, XII (2 opp)
Butch Johnson, Dallas vs. Denver, XII (2 own)

Most yards gained, game
49 Mike Bass, Washington vs. Miami, VII (opp)

Longest return
49 Mike Bass, Washington vs. Miami, VII (TD)

Most touchdowns, game
1 Mike Bass, Washington vs. Miami, VII (opp 49 yds)
Mike Hegman, Dallas vs. Pittsburgh, XIII (opp 37 yds)

Combined Net Yards Gained

Most attempts, career
108 Franco Harris, Pittsburgh, 4 games
60 Larry Csonka, Miami, 3 games

Most attempts, game
35 Franco Harris, Pittsburgh vs. Minnesota, IX

Most yards gained, career
468 Franco Harris, Pittsburgh, 4 games
391 Lynn Swann, Pittsburgh, 4 games

Most yards gained, game
162 Larry Anderson, Pittsburgh vs. Los Angeles, XIV

Team Records

Games, Victories, Defeats

Most games
5 Dallas, V, VI, X, XII, XIII

Most consecutive games
3 Miami, VI, VII, VIII

Most games won
4 Pittsburgh, IX, X, XIII, XIV

Most consecutive games won
2 Green Bay, I, II
Miami, VII, VIII
Pittsburgh, IX, X; XIII, XIV

Most games lost
4 Minnesota, IV, VIII, IX, XI

Most consecutive games lost
2 Minnesota, VIII, IX

Scoring

Most points, game
35 Green Bay vs. Kansas City, I
Pittsburgh vs. Dallas, XIII

Fewest points, game
3 Miami vs. Dallas, VI

Most points, both teams, game
66 Pittsburgh (35) vs. Dallas (31), XIII

Fewest points, both teams, game
21 Washington (7) vs. Miami (14), VII

Most points, each half
1st: 21 Pittsburgh vs. Dallas, XIII
2nd: 21 Green Bay vs. Kansas City, I
Pittsburgh vs. Los Angeles, XIV

Most points, each quarter
1st: 14 Miami vs. Minnesota, VIII
Oakland vs. Philadelphia, XV
2nd: 16 Oakland vs. Minnesota, XI
3rd: 14 Green Bay vs. Kansas City, I
4th: 14 Pittsburgh vs. Dallas, X; vs. Dallas, XIII; vs. Los Angeles, XIV
Dallas vs. Pittsburgh, XIII

Most points, both teams, each half
1st: 35 Pittsburgh (21) vs. Dallas (14), XIII
2nd: 31 Dallas (17) vs. Pittsburgh (14), XIII

Most points, both teams, each quarter
1st: 14 Miami (14) vs. Minnesota (0), VIII
Dallas (7) vs. Pittsburgh (7), X, XIII
Oakland (14) vs. Philadelphia (0), XV
2nd: 21 Pittsburgh (14) vs. Dallas (7), XIII
3rd: 17 Denver (10) vs. Dallas (7), XII
4th: 28 Dallas (14) vs. Pittsburgh (14), XIII

Most touchdowns, game
5 Green Bay vs. Kansas City, I
Pittsburgh vs. Dallas, XIII

Fewest touchdowns, game
0 Miami vs. Dallas, VI

Most touchdowns, both teams, game
9 Pittsburgh (5) vs. Dallas (4), XIII

Fewest touchdowns, both teams, game
2 Baltimore (1) vs. N. Y. Jets (1), III

Most points after touchdown, game
5 Green Bay vs. Kansas City, I
Pittsburgh vs. Dallas, XIII

Most points after touchdown, both teams, game
9 Pittsburgh (5) vs. Dallas (4), XIII

Fewest points after touchdown, both teams, game
2 Baltimore (1) vs. N. Y. Jets (1), III
Baltimore (1) vs. Dallas (1), V
Minnesota (0) vs. Pittsburgh (2), IX

Most field goals attempted, game
5 N. Y. Jets vs. Baltimore, III
Dallas vs. Denver, XII

Most field goals attempted, both teams, game
7 N. Y. Jets (5) vs. Baltimore (2), III

Fewest field goals attempted, both teams, game
1 Minnesota (0) vs. Miami (1), VIII

Most field goals, game
4 Green Bay vs. Oakland, II

Most field goals, both teams, game
4 Green Bay (4) vs. Oakland (0), II

Fewest field goals, both teams, game
0 Miami vs. Washington, VII
Pittsburgh vs. Minnesota, IX

Most safeties, game
1 Pittsburgh vs. Minnesota, IX; vs. Dallas, X

First Downs

Most first downs, game
23 Dallas vs. Miami, VI

Fewest first downs, game
9 Minnesota vs. Pittsburgh, IX

Most first downs, both teams, game
41 Oakland (21) vs. Minnesota (20), XI

Fewest first downs, both teams, game
24 Dallas (10) vs. Baltimore (14), V

Most first downs, rushing, game
15 Dallas vs. Miami, VI

Fewest first downs, rushing, game
2 Minnesota vs. Kansas City, IV; vs. Pittsburgh, IX
Pittsburgh vs. Dallas, XIII

Most first downs, rushing, both teams, game
18 Dallas (15) vs. Miami (3), VI
Miami (13) vs. Minnesota (5), VIII

Fewest first downs, rushing, both teams, game
8 Baltimore (4) vs. Dallas (4), V
Pittsburgh (2) vs. Dallas (6), XIII

Most first downs, passing, game
15 Minnesota vs. Oakland, XI
Pittsburgh vs. Dallas, XIII

Fewest first downs, passing, game
1 Denver vs. Dallas, XII

Most first downs, passing, both teams, game
28 Pittsburgh (15) vs. Dallas (13), XIII

Fewest first downs, passing, both teams, game
9 Denver (1) vs. Dallas (8), XII

Most first downs, penalty, game
4 Baltimore vs. Dallas, V
Miami vs. Minnesota, VIII

Most first downs, penalty, both teams, game
5 Baltimore (4) vs. Dallas (1), V
Miami (4) vs. Minnesota (1), VIII

Fewest first downs, penalty, both teams, game
0 Dallas vs. Miami, VI
Miami vs. Washington, VII
Dallas vs. Pittsburgh, X

Net Yards Gained Rushing and Passing

Most yards gained, game
429 Oakland vs. Minnesota, XI

Fewest yards gained, game
119 Minnesota vs. Pittsburgh, IX

Most yards gained, both teams, game
782 Oakland (429) vs. Minnesota (353), XI

Fewest yards gained, both teams, game
452 Minnesota (119) vs. Pittsburgh (333), IX

Rushing

Most attempts, game
57 Pittsburgh vs. Minnesota, IX

Fewest attempts, game
19 Kansas City vs. Green Bay, I
Minnesota vs. Kansas City, IV

Most attempts, both teams, game
78 Pittsburgh (57) vs. Minnesota (21), IX
Oakland (52) vs. Minnesota (26), XI

Fewest attempts, both teams, game
52 Kansas City (19) vs. Green Bay (33), I

Most yards gained, game
266 Oakland vs. Minnesota, XI

Fewest yards gained, game
17 Minnesota vs. Pittsburgh, IX

Most yards gained, both teams, game
337 Oakland (266) vs. Minnesota (71), XI

Fewest yards gained, both teams, game
171 Baltimore (69) vs. Dallas (102), V

Highest average gain, game
6.22 Baltimore vs. N. Y. Jets, III (23-143)

Lowest average gain, game
0.81 Minnesota vs. Pittsburgh, IX (21-17)

Most touchdowns, game
3 Green Bay vs. Kansas City, I
Miami vs. Minnesota, VIII

Fewest touchdowns, game
0 By 11 teams

Most touchdowns, both teams, game
4 Miami (3) vs. Minnesota (1), VIII

Fewest touchdowns, both teams, game
0 Pittsburgh vs. Dallas, X
Oakland vs. Philadelphia, XV

Passing

Most attempts, game
44 Minnesota vs. Oakland, XI

Fewest attempts, game
7 Miami vs. Minnesota, VIII

Most attempts, both teams, game
70 Baltimore (41) vs. N. Y. Jets (29), III

Fewest attempts, both teams, game
35 Miami (7) vs. Minnesota (28), VIII

Most completions, game
24 Minnesota vs. Oakland, XI

Fewest completions, game
6 Miami vs. Minnesota, VIII

Most completions, both teams, game
36 Minnesota (24) vs. Oakland (12), XI

Fewest completions, both teams, game
20 Pittsburgh (9) vs. Minnesota (11), IX

Highest completion percentage, game (20 attempts)
67.9 Dallas vs. Denver, XII (28-19)

Lowest completion percentage, game (20 attempts)
32.0 Denver vs. Dallas, XII (25-8)

Most yards gained, game
309 Pittsburgh vs. Los Angeles, XIV

Fewest yards gained, game
35 Denver vs. Dallas, XII

Most yards gained, both teams, game
551 Philadelphia (291) vs. Oakland (260), XV

Fewest yards gained, both teams, game
156 Miami (69) vs. Washington (87), VII

Most times tackled, attempting passes, game
7 Dallas vs. Pittsburgh, X

Fewest times tackled, attempting passes, game
0 Baltimore vs. N. Y. Jets, III; vs. Dallas, V
Minnesota vs. Pittsburgh, IX
Pittsburgh vs. Los Angeles, XIV
Philadelphia vs. Oakland, XV

Most times tackled, attempting passes, both teams, game
9 Kansas City (6) vs. Green Bay (3), I
Dallas (7) vs. Pittsburgh (2), X
Dallas (5) vs. Denver (4), XII
Dallas (5) vs. Pittsburgh (4), XIII

Fewest times tackled, attempting passes, both teams, game
1 Philadelphia (0), vs. Oakland (1), XV

Most touchdowns, game
4 Pittsburgh vs. Dallas, XIII

©1981 R.J. REYNOLDS TOBACCO COMPANY

CAMEL

Where a man belongs.

8 mg tar.

Camel Lights.
Low tar. Camel taste.

8 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

PICK THE BEST LOOKING LINE IN PRO FOOTBALL!

Slumber bags.

Bedspreads and drapes.

Three-piece sheet sets.

Individual sheets and pillow cases.

No, it's not Oakland's, or Pittsburgh's, or even Dallas's.

Because when it comes to decorating your kid's bedroom, nobody's line looks better than Room Concepts.™

Room Concepts™ has been manufacturing home textiles for over 100 years. And like all officially licensed NFL products, the quality and style of our no-iron sheet sets, quilted and non-quilted bedspreads, draperies, and slumber bags have come up to some *very* special standards.

In fact, every piece in our new Montage II line is made for easy no-iron care with Fortrel® polyester.

So next time you're looking to score a few extra points with the kids, just think of Room Concepts.™

It's just one more way to make your kids' dreams a little closer to reality.

Room Concepts™ BY BIBB

111 West 40th Street
New York, New York
10018

Officially Licensed Product

CELANESE FORTREL

© 1981 National Football League Properties, Inc.
All rights reserved.

NFL BEDTIME LINEUP OF STORES

All of the First Down products may be purchased at these leading retail stores:

Atlanta
Hill's Department Stores
The Linen Loft

Baltimore
Woodward and Lothrop Department Store
All stores except Pentagon

Buffalo
Hens and Kelly, Inc.
Hill's Department Stores

Chicago
Marshall Field & Co.
Downstairs

Cincinnati
Harts Family Centers
Hill's Department Stores

Cleveland
Harts Family Centers
Hill's Department Stores

Columbus
Lazarus
All stores

Dallas
Alco Standard, Inc.
Southern Mills Stores

Denver
Alco Standard, Inc.

Green Bay
Shopco Stores
All stores

Houston
Foley's Budget Linens
All stores

Kansas City
Alco Standard, Inc.
Casey's Superfan Shop

Los Angeles
Mervyn's

New England
Bradlee's
All stores

New Orleans
Kraus Co. Ltd.

New York
Bamberger's Department Store
Macy's Department Store

Miami
Jefferson Stores
All stores

Oakland
Mervyn's

Philadelphia
Bamberger's Department Store
Clover Stores
Hill's Department Stores
Lanes Department Stores
Pomeroy's Department Store,
Levittown

Pittsburgh
L. S. Good & Co.
Hill's Department Stores
Jamesway
All stores
Kaufman's Budget Linens
All stores
Penn Traffic
All stores

St. Louis
Casey's Superfan Shop
David's Home Fashion,
Memphis

San Diego
Mervyn's

San Francisco
Mervyn's
The Locker Room

Seattle
The Locker Room

Tampa
Belk-Lindsey Department Store

Washington, D.C.
Woodward and Lothrop Department Store
All stores except Pentagon

Super Bowl Records Continued

Fewest touchdowns, game
0 By nine teams
Most touchdowns, both teams, game
7 Pittsburgh (4) vs. Dallas (3), XIII
Fewest touchdowns, both teams, game
0 N. Y. Jets vs. Baltimore, III
Miami vs. Minnesota, VIII

Interceptions by

Most interceptions by, game
4 N. Y. Jets vs. Baltimore, III
Dallas vs. Denver, XII
Most interceptions by, both teams, game
6 Baltimore (3) vs. Dallas (3), V
Most yards gained, game
95 Miami vs. Washington, VII
Most yards gained, both teams, game
95 Miami (95) vs. Washington (0), VII
Most touchdowns, game
1 Green Bay vs. Oakland, II
Oakland vs. Minnesota, XI

Punting

Most punts, game
9 Dallas vs. Baltimore, V
Fewest punts, game
2 Pittsburgh vs. Los Angeles, XIV
Most punts, both teams, game
13 Dallas (9) vs. Baltimore (4), V
Pittsburgh (7) vs. Minnesota (6), IX
Fewest punts, both teams, game
6 Oakland (3) vs. Philadelphia (3), XV
Highest average, game (4 punts)
48.5 Kansas City, IV
Lowest average, game (4 punts)
31.2 Washington, VII

Punt Returns

Most punt returns, game
5 Green Bay vs. Oakland, II
Baltimore vs. Dallas, V
Pittsburgh vs. Minnesota, IX; vs. Dallas, X
Fewest punt returns, game
0 Minnesota vs. Miami, VIII
Most punt returns, both teams, game
9 Pittsburgh (5) vs. Minnesota (4), IX
Fewest punt returns, both teams, game
2 Dallas (1) vs. Miami (1), VI
Most yards gained, game
43 Oakland vs. Minnesota, XI
Fewest yards gained, game
−1 Dallas vs. Miami, VI
Most yards gained, both teams, game
60 Dallas (33) vs. Pittsburgh (27), XIII
Fewest yards gained, both teams, game
13 Miami (4) vs. Washington (9), VII
Highest average, game (3 returns)
10.8 Oakland vs. Minnesota, XI
Most touchdowns, game
None

Kickoff Returns

Most kickoff returns, game
7 Oakland vs. Green Bay, II
Minnesota vs. Oakland, XI
Fewest kickoff returns, game
1 N. Y. Jets vs. Baltimore, III
Most kickoff returns, both teams, game
11 Los Angeles (6) vs. Pittsburgh (5), XIV
Fewest kickoff returns, both teams, game
5 N. Y. Jets (1) vs. Baltimore (4), III
Miami (2) vs. Washington (3), VII
Most yards gained, game
173 Denver vs. Dallas, XII
Fewest yards gained, game
25 N. Y. Jets vs. Baltimore, III
Most yards gained, both teams, game
241 Pittsburgh (162) vs. Los Angeles (79), XIV
Fewest yards gained, both teams, game
78 Miami (33) vs. Washington (45), VII
Highest average, game (3 returns)
32.4 Pittsburgh vs. Los Angeles, XIV
Most touchdowns, game
None

Penalties

Most penalties, game
12 Dallas vs. Denver, XII
Fewest penalties, game
0 Miami vs. Dallas, VI
Pittsburgh vs. Dallas, X
Most penalties, both teams, game
20 Dallas (12) vs. Denver (8), XII
Fewest penalties, both teams, game
2 Pittsburgh (0) vs. Dallas (2), X
Most yards penalized, game
133 Dallas vs. Baltimore, V
Most yards penalized, both teams, game
164 Dallas (133) vs. Baltimore (31), V
Fewest yards penalized, both teams, game
15 Miami (0) vs. Dallas (15), VI

Consumer Orientation

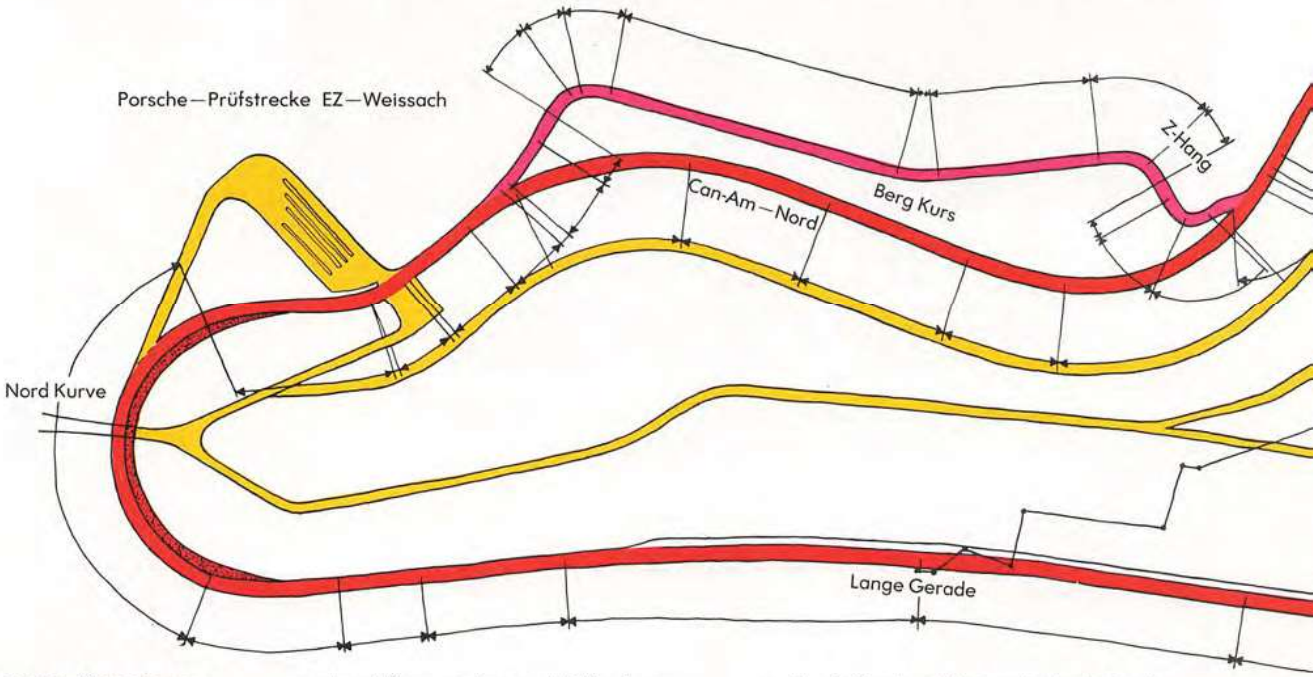
No. 17 in a Series
of Technical Papers

17

Subject:
Prüfstrecke.
The Porsche Proving Grounds
at Weissach.

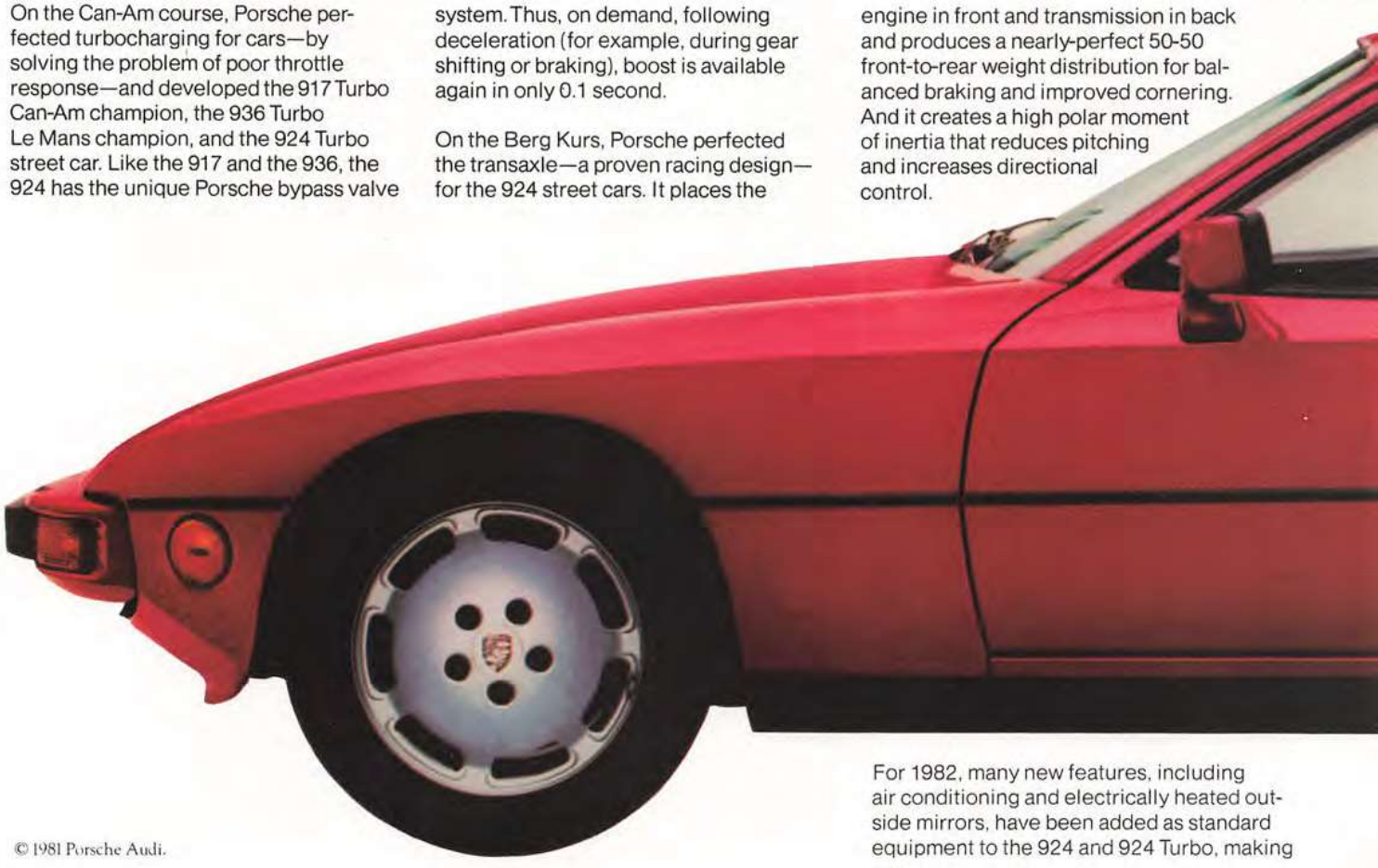
A computer can build a car, but it can't build a Porsche. Because while a computer can provide quantitative data, it can't make qualitative decisions on the pertinent factors—such as optimum vehicle responsiveness and handling characteristics—that make only a Porsche a Porsche. These are best determined under actual driving conditions, by men with years of experience, using the legendary Porsche racers as the standard. At the Weissach Prüfstrecke, we turn cars into Porsches.

The Porsche Proving Grounds are an integral part of the Porsche Research and Development Center at Weissach. Thus, the engineers who design the cars, the mechanics who build the prototypes, and the technicians who conduct the extensive laboratory tests can easily



On the Can-Am course, Porsche perfected turbocharging for cars—by solving the problem of poor throttle response—and developed the 917 Turbo Can-Am champion, the 936 Turbo Le Mans champion, and the 924 Turbo street car. Like the 917 and the 936, the 924 has the unique Porsche bypass valve system. Thus, on demand, following deceleration (for example, during gear shifting or braking), boost is available again in only 0.1 second.

On the Berg Kurs, Porsche perfected the transaxle—a proven racing design—for the 924 street cars. It places the engine in front and transmission in back and produces a nearly-perfect 50-50 front-to-rear weight distribution for balanced braking and improved cornering. And it creates a high polar moment of inertia that reduces pitching and increases directional control.



For 1982, many new features, including air conditioning and electrically heated outside mirrors, have been added as standard equipment to the 924 and 924 Turbo, making

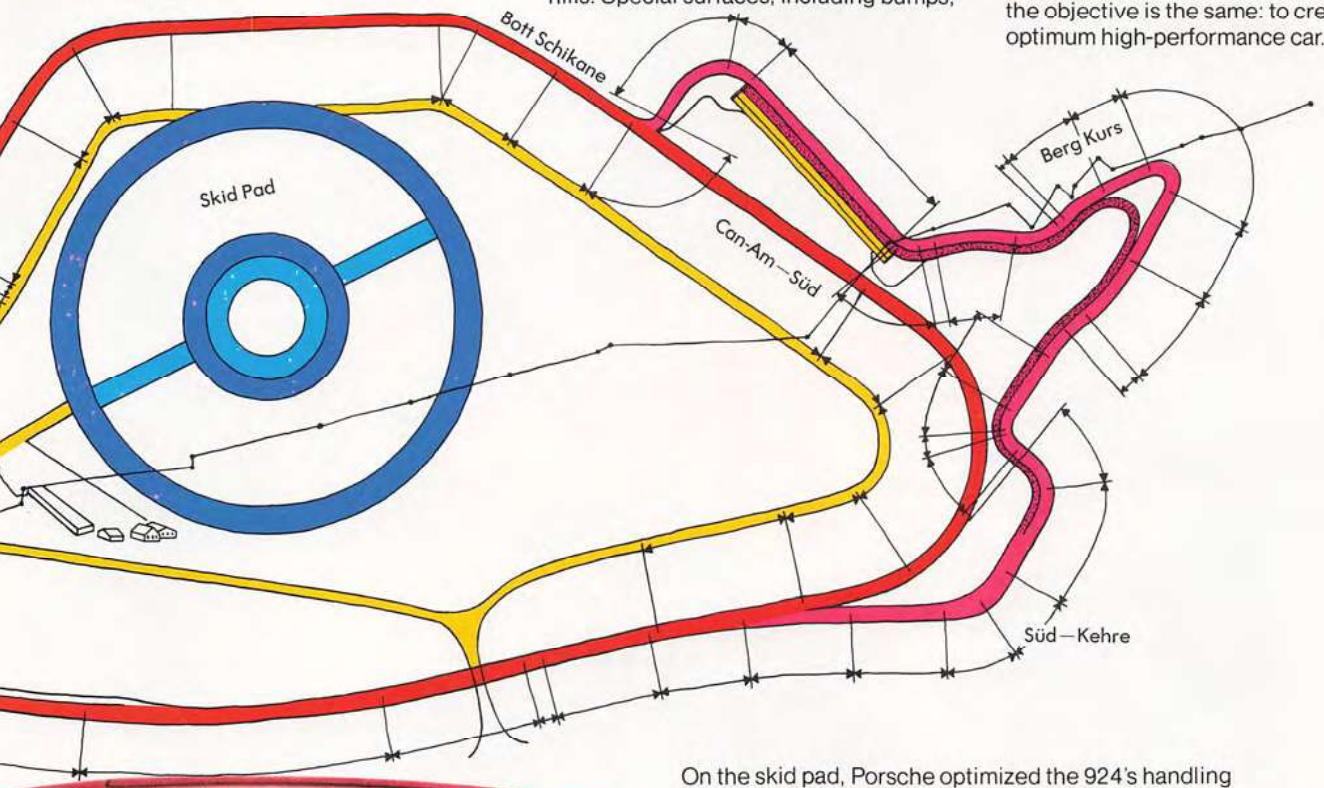
© 1981 Porsche Audi.

Porsche 924/924 Turbo

test-drive the cars under a myriad of operating conditions.

The proving grounds include a 1.57-mile high-speed Can-Am course. A narrower, twisting Berg Kurs (Mountain Course) with S-bends, hairpin turns, and Alpine hills. Special surfaces, including bumps, potholes, cobblestones, water trough, and jump ramp. Three skid pads. And a dirt track.

Whatever the track, whatever the test, the objective is the same: to create the optimum high-performance car.



On the skid pad, Porsche optimized the 924's handling characteristics. For example, on a 65-ft radius curve at 30 mph, the 924 generates 0.85g lateral acceleration.

RINGTHEBELL.ZD on Archive.org

them even better values than they have been in the past. At Porsche, we optimize not only performance, but also value. Call toll-free: (800) 447-4700. In Illinois, (800) 322-4400.

PORSCHE + AUDI
NOTHING EVEN COMES CLOSE

100% BLENDED SCOTCH WHISKIES, 86.8 PROOF. IMPORTED BY SOMERSET IMPORTERS, LTD., N.Y., N.Y.

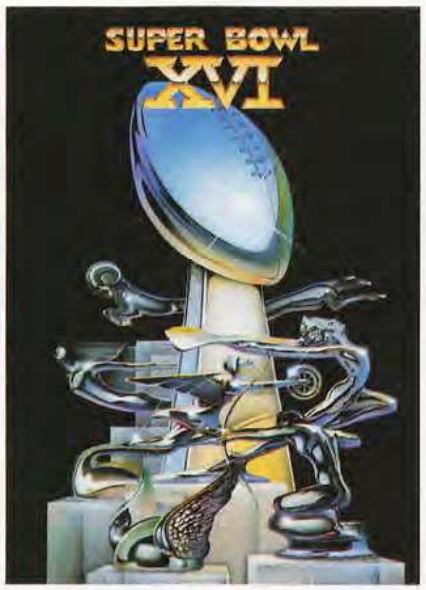
WHEN IT'S TIME TO QUIET DOWN
AT THE END OF THE DAY, EVEN A FIRE
TURNS TO RED.

JOHNNIE WALKER RED

THE RIGHT SCOTCH WHEN ALL IS SAID AND DONE.

Bengals vs. 49ers

The Cincinnati Bengals and San Francisco 49ers have risen to the occasion: the first Super Bowl of unexpected contenders.



That *one* of these teams should be here today is astonishing. That *both* are here is unbelievable.

Both of these teams had 6-10 records in 1980. One of these teams had 4-12 records in 1978 and 1979. You think that's bad, wait. The other team had 2-14 records in 1978 and 1979.

The odds were 50-1 against them in 1981 . . . 50-1 against *each* of them.

You want the odds on both of them winning it, of being in the Silverdome on the fourth Sunday in January, 1982? You got a calculator?

Cincinnati versus San Francisco is the Impossible Dream against the Improbable Dream.

It is fantasy become reality, the ugly ducklings of pro football become the swans of the sport.

But it is no fluke. Not for a moment.

Of the 30 teams that have played in the previous 15 Super Bowls, none can approach the preseason longshot status of either of these teams. That's a fact.

But so, too, are the undeniable numbers these teams carry as their season records. The 49ers are 15-3, the Bengals are 14-4, the best records of any of the 28 teams that played in the NFL's sixty-second season.

San Francisco opened the season by losing two of three games. The very first game, in a bit of ironic symmetry, was a loss to Detroit in the Silverdome. Since Week Four, the 49ers are 14-1.

Cincinnati opened the season by losing three of its first eight games. Since Week Nine, the Bengals are 9-1. The only loss came on December 6—against San Francisco.

If you are looking for a clue in today's matchups, it came that day. The 49ers, already the champions of the NFC West, out-muscled the Bengals, still in search of a lock on the AFC Central title, 21-3.

Even that isn't much of a clue if you look closely enough, however. The Bengals had advantages, albeit narrow ones, in both passing and rushing yards (in fact, Cincinnati *averaged* 7.8 yards on 20 rushes).

The difference was in turnovers. In all of the 16 games of the regular season, the Bengals made only 24 turnovers, the lowest in the NFL. In that one game against San Francisco, they had an uncharacteristic six giveaways, and the 49ers used two of them to drive for touchdowns.

It also should be noted that Ken Anderson, the quarterback who led the NFL in passing efficiency this season, injured a toe early in the third quarter and did not return to the Cincinnati lineup. Anderson was back the following week when the Bengals wrapped up the AFC Central, and he was there through the playoffs.

Anderson will be there again today . . . but so will Joe Montana, the 25-year-old *wunderkind* of San Francisco. In only his third season away from Notre Dame, Montana seemingly rolled nothing but sevens. He threw five touchdown passes in his team's postseason victories over the New York Giants and Dallas.

The Super Bowl is new to nearly all the players (Jack Reynolds and Charle Young of the 49ers have been there before) today and to all but one of its coaches.

The coaching exception is the Bengals' head man, Forrest Gregg, who played in three Super Bowls — I and II as a member of the Green Bay Packers, and VI as a player-coach for Dallas. He was elected to the Pro Football Hall of Fame in 1977. That same season he was dismissed as coach of the Cleveland Browns; he did not return as a head coach in the NFL until 1980, when Paul Brown brought him to Cincinnati.

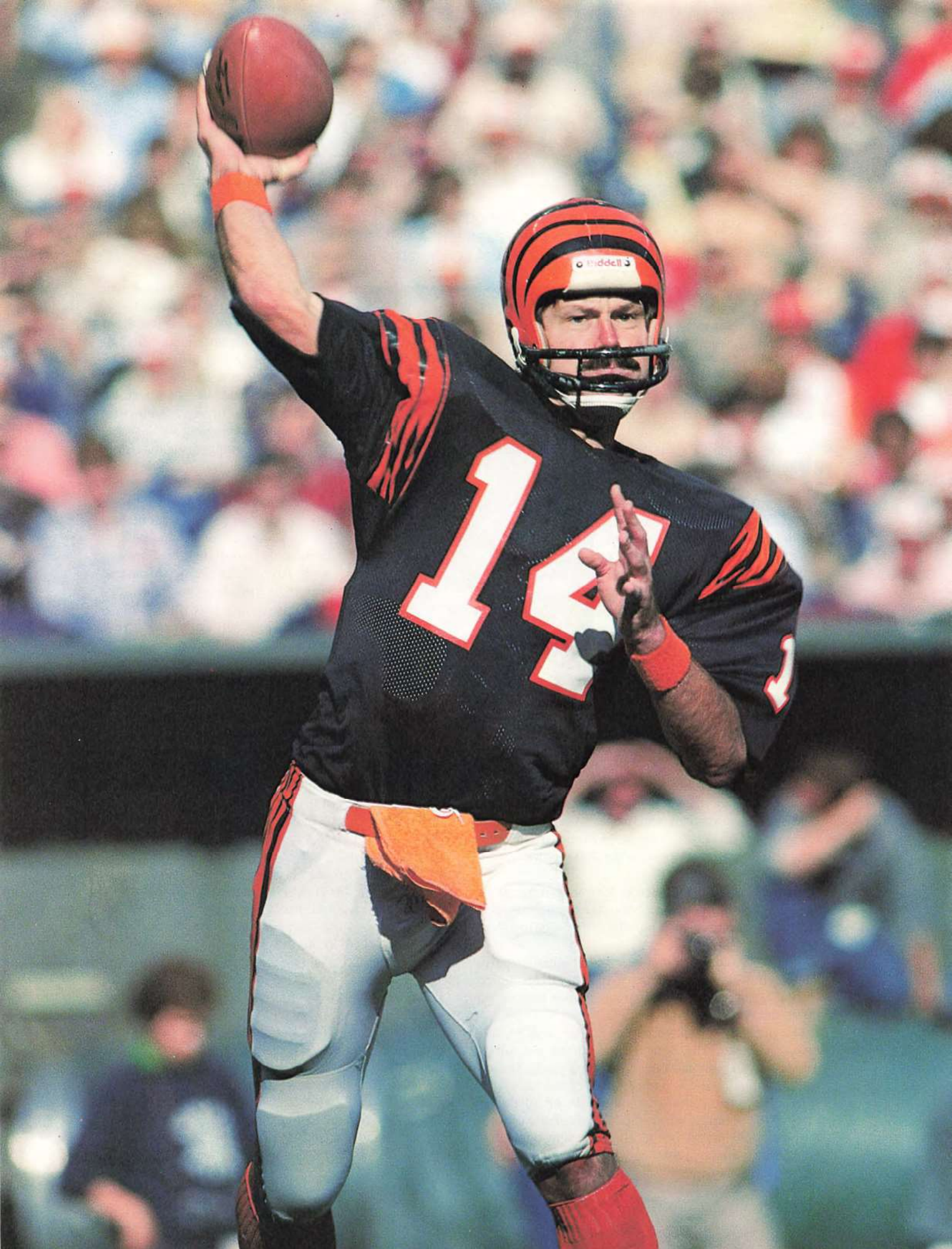
Eddie DeBartolo, who obtained the 49ers in 1977, made Bill Walsh his team's coach in 1979. Walsh, a pro football assistant for 11 years (9 of them under Brown in Cincinnati), inherited a team that had won only 31 games in six previous seasons. Under Walsh, the 49ers have gone 2-14, 6-10, and 15-3.

If ever cities have paid their dues to get here these two have.

In 14 seasons as a pro football franchise, Cincinnati never had played in an AFC Championship Game (much less a Super Bowl) until two weeks ago.

San Francisco had come close a couple times since it joined the NFL in 1950. But mention the postseason games of 1957 (when the 49ers, ahead 24-7, lost to Detroit 31-27) and 1972 (when the 49ers, ahead 28-13, lost to Dallas 30-28) in the Bay Area and heads will shake.

Forget all those years, Cincinnati and San Francisco. Today— *this season*—is a new beginning.


14

CINCINNATI BENGALS

If teams had pedigrees, the Cincinnati Bengals would be best of show . . . and then some.

Of course, the Bengals may turn those pedigrees into a blue ribbon award today in the Silverdome, but start with this:

Few teams have the classic bloodlines of Cincinnati.

The Bengals are the only team in the National Football League that did not make a trade last year; their 45-man roster was built totally through the draft or through the signing of free agents or players on waivers.

Most incredible is the fact that of the 35 Bengals obtained through the draft, 25 were chosen on the first three rounds. Eleven were selected on the *first* round, and eight of them are starters, including all of the members of Cincinnati's three-man defensive line, Eddie Edwards, Wilson Whitley, and Ross Browner.

Only four members of the Bengals ever have played for another NFL club —placekicker Jim Breech (Oakland), defensive end Mike St. Clair (Cleveland), and safeties Oliver Davis (Cleveland) and Mike Fuller (San Diego).

All 22 men who will start today's game are draft choices.

Paul Brown, the general manager, knows what it takes to put a team together (he started two new teams in his storied career, the Cleveland Browns in 1946, the Bengals in 1968).

Brown won four championships in the defunct All-America Football Conference (1946-49) and three more in the NFL (1950, 1954, and 1955). But the ultimate prize has eluded him in 14 years in Cincinnati, the first 8 of which he also was the team's coach.

The years after Brown retired, 1976 through 1979, mostly were years of frustration. But through it all, the talent foundation was being laid. Of the 45 players on the Bengals' roster, 26 were draft choices obtained before Forrest Gregg was named head coach in 1980.

"What we needed were some rules," Brown says. "We needed a tough guy."

Gregg, a Pro Football Hall of Fame tackle, played 15 years in the NFL, 14 of them with Green Bay. Packers coach Vince Lombardi called him "the finest football player I ever coached." Gregg brought Lombardian disciplines to the Bengals.

He also assembled a brilliant coaching staff, led by defensive coordinator Hank Bullough and quarterbacks-receivers coach Lindy Infante.

Two more successful drafts produced four starters (tackle Anthony Munoz and safety Bryan Hicks in 1980 and wide receiver Cris Collinsworth and safety Bobby Kemp in 1981) who were the final pieces of a football team with few discernible weaknesses, especially on offense.

The Bengals are a consistent offensive team.

Just about the only thing missing from the Bengals' offense, in fact, is a running back with the credentials of a Tony Dorsett. But Charles Alexander, a number-one draft choice out of LSU in 1979, has shown recent signs of finally realizing his pro potential.

The other 10 positions are practically an all-pro team of their own, including remarkable athletes at the "skill" positions and an offensive line that averages nearly 6 feet 5 inches and 268 pounds.

Quarterback Ken Anderson, at 32 the senior member of the Bengals' offense, had his most productive season ever in 1981 when he was the top-rated NFL passer for the third time in his career.

The Bengals' defensive line is above average, and the secondary is adequate. The real defensive strength is at linebacker, where the leader is the rock-solid core of the 3-4, 10-year veteran Jim LeClair.

This is a team that can hurt an opponent a lot of ways.

Ken Anderson's finest season in his 11-year career inspired the Bengals to new heights. He was the top-rated passer in the NFL this year and passed for a career-high 3,754 yards and 29 touchdowns to lead the Bengals in their ascent to Super Bowl XVI.

THE 14-4 SEASON OF 1981

Sept. 6 Two touchdowns by Johnson and a sharp effort in relief by Schonert highlighted the opener. Cincinnati 27, Seattle 21.

Sept. 13 Anderson recovered from a poor opener by passing for 246 yards and two touchdowns. Cincinnati 31, New York Jets 30.

Sept. 20 The ground game languished throughout, and a fourth-quarter rally fell short. Cleveland 20, Cincinnati 17.

Sept. 27 Anderson was hot (28 of 40 for 328 yards); Breech kicked an overtime field goal. Cincinnati 27, Buffalo 24.

Oct. 4 The defense couldn't stop Campbell (182 yards) as the Oilers rallied in the fourth quarter. Houston 17, Cincinnati 10.

Oct. 11 Ross caught seven passes for 106 yards and one touchdown as the Bengals breezed. Cincinnati 41, Baltimore 19.

Oct. 18 Gregg received a nice forty-eighth birthday present: sole possession of first place in the AFC Central. Cincinnati 34, Pittsburgh 7.

Oct. 25 After the impressive victory over the Steelers, the offense couldn't get untracked. New Orleans 17, Cincinnati 7.

Nov. 1 Collinsworth and Ross caught touchdown passes during a 24-point second quarter. Cincinnati 34, Houston 21.

Nov. 8 A five-man front, led by Browner, and a blitzing defense (six sacks) wreaked havoc. Cincinnati 40, San Diego 17.

Nov. 15 Johnson scored three touchdowns and the defense smothered the Rams' quarterbacks. Cincinnati 24, Los Angeles 10.

Nov. 22 Anderson passed for 396 yards against the top-rated defense in the NFL. Cincinnati 38, Denver 21.

Nov. 29 Collinsworth (two touchdown catches) and Johnson (106 yards rushing) stood out. Cincinnati 41, Cleveland 21.

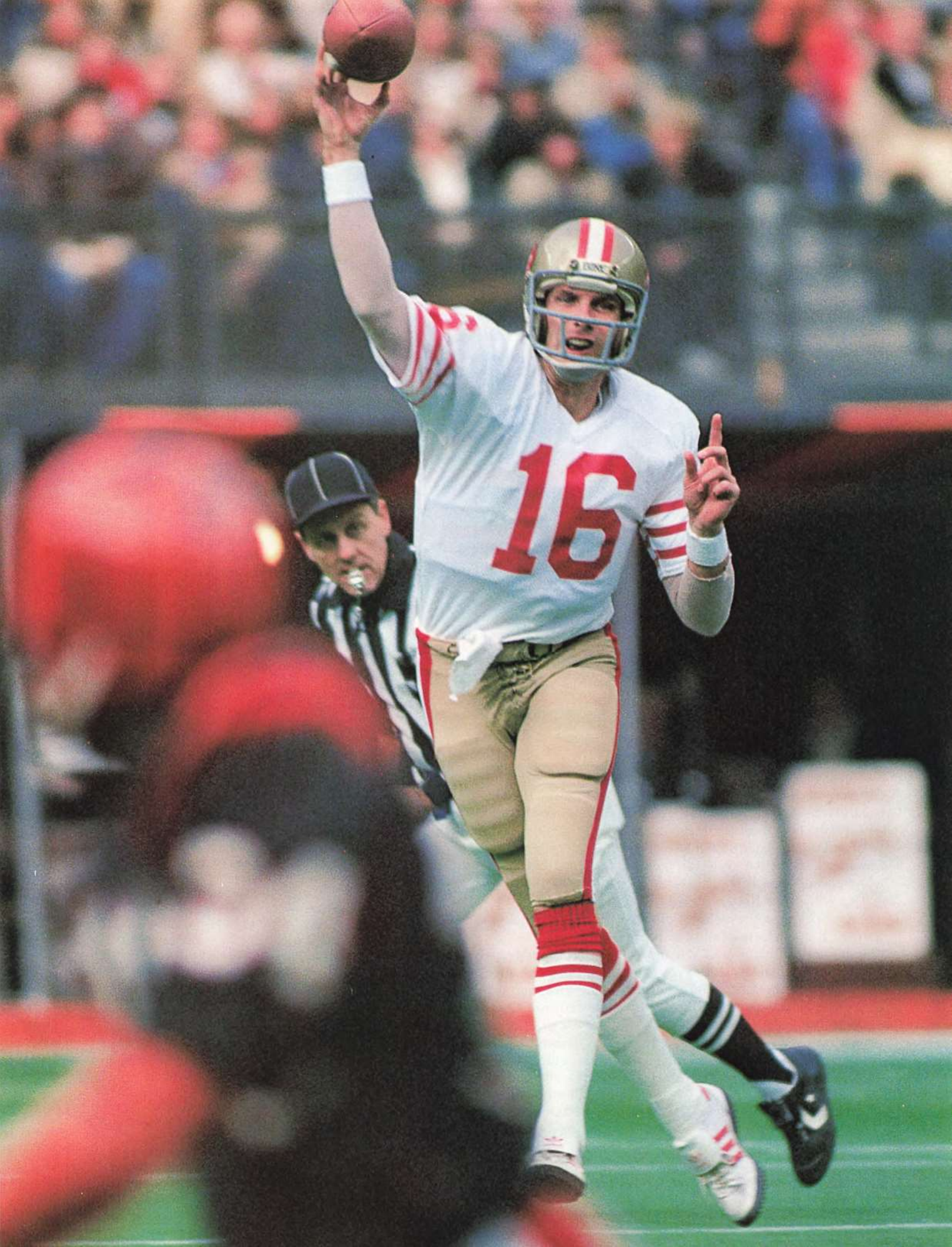
Dec. 6 Turnovers, dropped passes, penalties, and an injury to Anderson impeded the Bengals. San Francisco 21, Cincinnati 3.

Dec. 13 Anderson returned to help the Bengals clinch the AFC Central title at Three Rivers Stadium. Cincinnati 17, Pittsburgh 10.

Dec. 20 Despite an uneven showing, the Bengals earned the home field advantage throughout the playoffs. Cincinnati 30, Atlanta 28.

Jan. 3 Alexander scored twice, rushed for 72 yards as Bengals won first ever playoff game. Cincinnati 28, Buffalo 21.

Jan. 10 Bitter weather (59-below wind chill) and a defense that forced six turnovers stop the Chargers cold. Cincinnati 27, San Diego 7.


16

SAN FRANCISCO 49ERS

In the late 1950s, Y. A. Tittle threw long, high rainbows to R. C. Owens in the closing seconds of many games. Owens would leap to grab the winning touchdown pass, and the National Football League had a novelty item on its hands—the Alley Oop.

In the early 1960s, San Francisco coach Red Hickey gave pro football another new toy, the Shotgun offense, which has since evolved into a sophisticated weapon many teams now use on obvious passing downs.

In the 1970s, the 49ers didn't invent much of anything, unless you count new ways to get knocked out of the playoffs or advanced techniques for dismantling a franchise.

Now comes Bill Walsh, who, in three years as coach of the 49ers, has recaptured a spirit of inventiveness and resourcefulness worthy of the team's nickname. This time, though, there's a difference.

The 49ers of 1981 approach each game with respect for the opponent at hand, then adapt personnel to personnel, strategy to strategy. Once play has begun, Walsh's rate of response is exceptional.

Against Cincinnati, Walsh and his staff can be expected to strike the same themes of versatility and adaptability that have brought the 49ers to Pontiac. Personnel changes such as the acquisition of inside linebacker Jack (Hacksaw) Reynolds from Los Angeles in the early summer and defensive end Fred Dean from San Diego early in the regular season brought a seasoned, coach-on-the-field stability and a strong pass rush to a defensive unit that began and ended 1981 with three rookies and one third-year man in its secondary.

When Green Bay faced Kansas City in Super Bowl I, eleven of the 1981 NFC champions hadn't yet attended the third grade.

In other words, practically one-fourth of this year's 49ers are rookies. Two other 49ers are completing their first full season. Seven are finishing their second year today. The old man of the club, Reynolds, is about to tuck in his twelfth NFL season and his second Super Bowl. His first was two years ago with Los Angeles. Tight end Charle Young was a Ram in Super Bowl XIV as well.

The coming of age of resourceful quarterback Joe Montana corresponded unequivocally to the amazing rise of the 49ers this year. Montana, the top-rated quarterback in the NFC, completed 63.7 percent of his passes for 3,565 yards and 19 touchdowns.

The other 43? Well, all of them have seen the Super Bowl on television. A team this young, with such limited postseason experience, had better be well-coached. Walsh and his assistants can take credit for having assumed practically all of the decision-making responsibilities, leaving the players to perform according to their various skills.

Nowhere is this more evident than in the case of Joe Montana, whose third year in the league has been his first full season as the 49ers' regular quarterback. By devising the game plan and calling the plays, Walsh frees Montana from the burden of calculating down and distance and field position. This way, Montana can concentrate on execution. Witness his completion figures (311 in 488 attempts, 63.7 percent), or reflect on the way he dodged Dallas's pass rush throughout the NFC Championship Game two weeks ago. The man has been left to his own considerable devices, and it works.

The 49ers have one of NFL's best defenses.

Well over half of the 49ers' offensive plays will be passes. Montana's mobility and his accurate throwing arm have combined with the speed and sure-handedness of Dwight Clark, Freddie Solomon, Earl Cooper, and Young to produce one of the most effective passing attacks in the NFL.

The Walsh-Montana tandem is only the most visible example of the whole complex chemistry that the 49ers have been building. To the casual observer—and to even the most advanced, analytical eye—it is clear that this team has bottled its own brand of lightning.

THE 15-3 SEASON OF 1981

Sept. 6 Walsh waxed prophetic: "Our defense is going to come of age." But Sims waxed outstanding. Detroit 24, San Francisco 17.

Sept. 13 Montana threw three touchdowns, capitalizing twice on Payton fumbles. San Francisco 28, Chicago 17.

Sept. 20 Montana gave up two interceptions. The defense gave up three touchdown passes. Atlanta 34, San Francisco 17.

Sept. 27 The Saints lost two fumbles and two interceptions to help the 49ers get on the right track. San Francisco 21, New Orleans 14.

Oct. 4 Free safety Hicks returned a fumble 80 yards and an interception 32 yards for touchdowns. San Francisco 30, Washington 17.

Oct. 11 Lott's 41-yard interception return made it 38-7 in the third quarter of a shocker. San Francisco 45, Dallas 14.

Oct. 18 "They couldn't cope with our pass rush," said Walsh. Pillers and Dean totaled four sacks. San Francisco 13, Green Bay 3.

Oct. 25 Six sacks and a missed field goal by Corral with 17 seconds left meant a big win. San Francisco 20, Los Angeles 17.

Nov. 1 Montana took advantage of six Steelers turnovers to rally the 49ers from behind. San Francisco 17, Pittsburgh 14.

Nov. 8 Dean (two sacks) and Hicks (two interceptions) helped the 49ers make it seven in a row. San Francisco 17, Atlanta 14.

Nov. 15 Matt Bahr's 24-yard field goal with 46 seconds left ended the 49ers' streak. Cleveland 15, San Francisco 12.

Nov. 22 Wersching's 37-yarder on the last play completed the first sweep of the Rams since 1965. San Francisco 33, Los Angeles 31.

Nov. 29 The 49ers clinched the NFC West aided by six New York turnovers. San Francisco 17, New York Giants 10.

Dec. 6 Montana threw for two touchdowns and ran for one. The defense did the rest. San Francisco 21, Cincinnati 3.

Dec. 13 The 49ers had a 21-point third quarter and held the Oilers to 56 yards rushing (45 by Campbell). San Francisco 28, Houston 6.

Dec. 20 Montana was pulled for a rest after 19 minutes. Backup Benjamin pulled out the game. San Francisco 21, New Orleans 17.

Jan. 3 On a day full of big plays, the 49ers' proved the biggest. San Francisco 38, New York Giants 24.

Jan. 10 "Big Sky" Montana came up with the big plays and an 89-yard clutch scoring drive. San Francisco 28, Dallas 27.

BENGALS

Throughout the regular season, Cincinnati's most effective running attack consisted of Pete Johnson left, Pete Johnson right, Pete Johnson up the middle, and Ken Anderson on a scramble finished off with a hook slide. (Anderson led all NFL quarterbacks with 320 yards rushing.)

Johnson's size belies his position. The 6-foot, 249-pound fullback (at one time in his career he weighed 267 pounds) carried on 55 percent of the Bengals' running plays (his 274 rushes set a club record) and gained more yards in one season than any player in Cincinnati history. He finished sixth in the AFC with 1,077 yards, including 12 touchdowns, and broke the Bengals' career rushing record. Johnson has led the team in running in each of his five seasons.

There's nothing fancy about Johnson's style—he annihilates tacklers instead of avoiding them. Often used as the single setback when the Bengals bring in an extra receiver, or as the front back in the I-formation, Johnson has good balance and seldom fumbles. (The Bengals fumbled only 25 times in 1981, lowest in the NFL.) His 39-yard run against Denver was Cincinnati's longest of the year.

San Francisco, however, will not be able to key on Johnson. Charles Alexander, whose 292 yards rushing this season fell far short of the 702 he gained in 1980, showed his old form in the AFC Divisional Playoff against Buffalo when he rushed for 72 yards and scored two touchdowns. A first-round draft choice in 1979, Alexander runs the 40 in 4.5 seconds and is the Bengals' main breakaway threat. Archie Griffin, who played with Johnson at Ohio State, adds speed.

Cincinnati's offensive line is one of the biggest (268-pound average) and most-improved in the league. The leader is massive left tackle Anthony Munoz (6-6, 278), the Bengals' number-one draft pick in 1980 who will start in the AFC-NFC Pro Bowl. "He moves better than any big man I've ever seen play the game," says Bengals head coach Forrest Gregg, a former offensive lineman with the Green Bay Packers and a member of the Pro Football Hall of Fame.

The senior member of the line is eight-year veteran left guard Dave Lapham (6-4, 262). Center Blair Bush (6-3, 252), a first-round draft choice in 1978, is extremely quick. Guard Max Montoya (6-5, 275) and tackle Mike Wilson (6-5, 271) comprise the right side.

Dan Ross (6-4, 235) ranks among the best blocking tight ends in the NFL, and the Bengals usually will run Johnson on the left side behind Ross and Munoz on short-yardage situations.

The Bengals proved they can move the ball on the ground in their regular season game against the 49ers when they rushed for 155 yards, averaging 7.8 yards per running play.

RUSHING	Att.	Yards	Avg.	Long	TDs
Johnson	274	1077	3.9	39	12
Anderson	46	320	7.0	25	1
Alexander	98	292	3.0	16	2
A. Griffin	47	163	3.5	23	3
Hargrove	16	66	4.1	27	1
Schonert	7	41	5.9	19	0
Kreider	1	21	21.0	21	0
Verser	2	11	5.5	9	0
Bass	1	9	9.0	9	0
McInally	1	−27	−27.0	−27	0

The running game is neither team's forte.

49ERS

Rushing? With the 49ers, the topic might draw a blank stare or a muttered attempt to change the drift of conversation.

Start with the fact that San Francisco has reached the Super Bowl without a running back who even approaches star quality. Statistics only serve to aggravate this sore spot, showing team leader Ricky Patton with 543 yards for the season and an average of 3.6 per carry. Patton ranked sixteenth among NFC running backs, never mind overall NFL ranking. He did not play against Dallas because of a knee injury.

After enjoying a 720-yard rushing season as a rookie in 1980, Earl Cooper dipped to 330 in 1981 and saw his number of carries nearly cut in half. Part of his reduced role is due to the ascension of two other young backs, Johnny Davis and Walt Easley.

Davis, acquired from Tampa Bay early in the season, proved his worth as a battering inside runner, gaining only 297 yards, but scoring seven touchdowns from close range.

The loss of Paul Hofer affects the club in terms of more than mere yardage. Hofer's ability to run for tough, necessary yardage in clutch situations had become an important part of the 49ers' running game. The knee problems that have interrupted Hofer's career culminated with an operation several weeks ago that finished his season early.

During the last games of the regular season and their two postseason games to date, the 49ers have gone more frequently to Bill Ring, a 5-foot 10-inch, 215-pound master of balance from Brigham Young who has shown a knack for hitting a hole quickly and driving for extra yardage after being hit. Lenvil Elliott, who started the NFC Championship Game against Dallas in place of Patton, is a veteran backup.

The 49ers' running corps can point to a team statistic that reflects one of their major contributions: number of fumbles lost (12), second lowest in the NFL (tied with Cincinnati).

Joe Montana's quarterbacking style is stamped with his reputation as an escape artist. Beyond the line of scrimmage, however, Montana picked up fewer than 100 yards.

San Francisco got only 48 yards rushing in 1981 from Amos Lawrence. The 49ers chose to use the 5-foot 10-inch, 179-pound speedster as a kick returner, and one of his contributions included a 92-yard kickoff return for a touchdown that helped beat Los Angeles. Lawrence, a rookie from North Carolina, is one of only two men to rush for 1,000 yards in all four years of his college career (the other was Tony Dorsett), gaining a total of 4,391.

RUSHING	Att.	Yards	Avg.	Long	TDs
Patton	152	543	3.6	28	4
Cooper	98	330	3.4	23	1
Davis	94	297	3.2	14	7
Easley	76	224	2.9	9	1
Hofer	60	193	3.2	12	1
Ring	22	106	4.8	16	0
Montana	24	95	3.8	20	2
Lawrence	13	48	3.7	14	1
Solomon	9	43	4.8	16	0
Clark	3	32	10.7	18	0
Elliott	7	29	4.1	9	0
Benjamin	1	1	1.0	1	0

Alexander was outstanding in the playoffs.

Johnson rumbled for a career-high 1,077 yards.

Munoz blasts space for the runners.

Patton was the 49ers' rushing leader in 1981.

Ring provides rugged backfield depth.

Cooper is a dangerous receiving threat.

BENGALS

"I don't know of any football player who's done more for his team than Kenny Anderson has done for us this year," says Bengals coach Forrest Gregg.

The proof is in the passing—the biggest reason for Cincinnati's rise to the AFC championship.

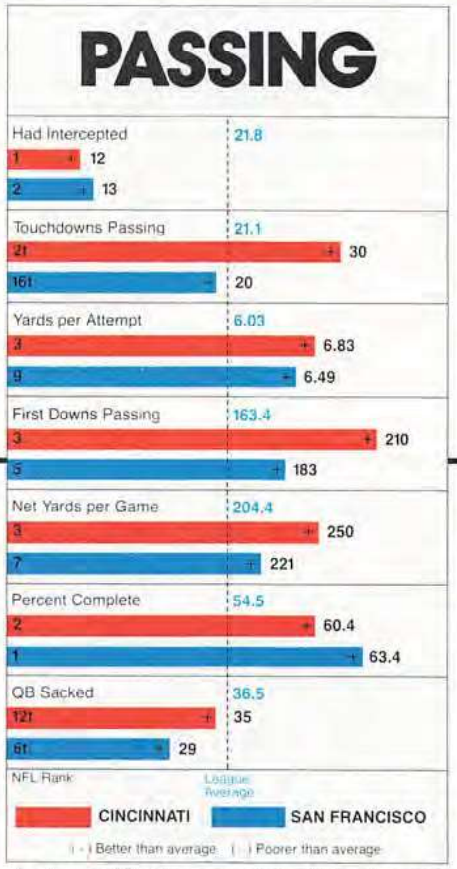
In 1980, when Anderson started only 12 games and was plagued by injuries, he ranked twenty-fourth in the NFL in passing, threw just six touchdowns, and was intercepted 13 times. This season, despite several injuries, he started every game and was selected the NFL's most valuable player by *Associated Press*. The 11-year veteran was the top-rated passer in the league, and the Bengals improved from nineteenth to second in the NFL in total offense and from twenty-seventh to third in scoring. Anderson completed 300 of 479 passes for 3,754 yards and 29 touchdowns, all surpassing his previous club records. He had the lowest interception percentage (2.1) in the league and the second highest completion percentage (62.6).

A major contributor to Anderson's turnaround was quarterbacks-receivers coach Lindy Infante, who calls all the plays. Anderson and Infante broke down every play from 1980 during the offseason and analyzed the quarterback's problems. Another person who had a great influence on Anderson's career is on the other side of the field today: San Francisco coach Bill Walsh, who was Cincinnati's quarterbacks coach from 1967-1975 and tutored Anderson when he became the first quarterback since 1960-61 to lead the NFL in passing two consecutive years (1974-75).

Anderson's primary receivers are tight end Dan Ross, who set a club record with 71 receptions and added 11 catches in two playoff games, and wide receiver Cris Collinsworth, who led all NFL rookies with 67 catches and was the first Bengal to gain more than 1,000 yards receiving (1,009) in one season.

Cincinnati's all-time leading receiver, Isaac Curtis, led the starters with a 16.5 average per catch. The Bengals frequently use three wide receivers, bringing in Steve Kreider or 1981 first-round draft pick David Verser. They successfully utilized three tight ends against San Diego in the AFC Championship Game. M. L. Harris and Don Bass each caught a touchdown pass.

Anderson often throws to his running backs on the option screen or when both come out of the backfield from the I-formation. Pete Johnson (46 catches), Charles Alexander (28), and Archie Griffin (20) all are excellent receivers.



Anderson, Montana: masters of the air game.

PASSING	Att.	Comp.	Yards	Pct.	TDs	Int.	Rating
Anderson	479	300	3754	62.6	29	10	98.5
Thompson	49	21	267	42.9	1	2	—
Schonert	19	10	166	52.6	0	0	—
Kreider	3	1	13	33.3	0	0	—

RECEIVING	No.	Yards	Avg.	Long	TDs
Ross	71	910	12.8	37	5
Collinsworth	67	1009	15.1	74	8
Johnson	46	320	7.0	33	4
Curtis	37	609	16.5	68	2
Kreider	37	520	14.1	46	5
Alexander	28	262	9.4	65	1
A. Griffin	20	160	8.0	17	1
M. L. Harris	13	181	13.9	42	2
Verser	6	161	26.8	73	2
McInally	6	68	11.3	20	0
Hargrove	1	0	0.0	0	0

49ERS

Now, this gets a little symphonic. If one wanted to translate the language of football to the language of music, one would be best advised to watch (listen to?) the 49ers' attack.

San Francisco operates what is called a "rhythm" passing game, which is simply the combination of a wide choice of receivers flowing out of 48 different formations.

Factor in the element of Joe Montana's quickness. It isn't always a matter of running out of trouble. Quick passes are a part of San Francisco's aerial show, and Montana will use them to reduce the threat of a constant pass rush. They're his aces, if only because a defense can figure the 49ers will come out passing most of the time and might be tempted to "tee off" more than with other offenses.

The bedrock of the San Francisco passing game is its offensive line. The group—left tackle Dan Audick, left guard John Ayers, center Fred Quillan, right guard Randy Cross, and right tackle Keith Fahnhorst—is the veteran element of a young club. Audick and Quillan are the junior partners, both completing four years in the league. Fahnhorst, at the other end of the scale, is 29 years old and ends his eighth NFL season today.

So what do they do? Recall the Dallas pass rush in the NFC Championship Game. The Cowboys' numerous stunts might have proven more problematic had it not been for the 49ers' ability to team their offensive linemen in blocking combinations. This, in addition to the multiple "looks" of the San Francisco offense as a whole, should keep the Bengals' 3-4 defense in suspense most of the afternoon.

One of the 49ers' favorite thrusts is the short pass to a running back in lieu of a running play when the down and distance is second and three-to-six.

San Francisco's receivers offer a variety of skills to complement Montana's arm: Dwight Clark (NFC-leading 85 catches for 1,105 yards) and his ability as a "move" type wide receiver (check a replay of his second-quarter touchdown against Dallas, a pattern that spun Dennis Thurman 360 degrees and more); Freddie Solomon's ability to shift gears on deep routes; Charle Young's toughness over the middle and sure-handed catching ability; and the element of versatility provided by the backs as receivers—all bring new magic to Montana's passing.

PASSING	Att.	Comp.	Yards	Pct.	TDs	Int.	Rating
Montana	488	311	3565	63.7	19	12	88.2
Benjamin	26	15	171	57.7	1	1	—
Solomon	1	1	25	100.0	0	0	—
Easley	1	1	5	100.0	0	0	—
Clark	1	0	0	0.0	0	0	—

RECEIVING	No.	Yards	Avg.	Long	TDs
Clark	85	1105	13.0	78	4
Solomon	59	969	16.4	60	8
Cooper	51	477	9.4	50	0
Young	37	400	10.8	29	5
Hofer	27	244	9.0	22	0
Patton	27	195	7.2	31	1
Wilson	9	125	13.9	27	1
Easley	9	62	6.9	21	0
Elliott	7	81	11.6	19	0
Ramson	4	45	11.3	16	0
Ring	3	28	9.3	21	1
Shumann	3	21	7.0	8	0
Lawrence	3	10	3.3	5	0
Davis	3	−1	−0.3	3	0
Peets	1	5	5.0	5	0

Ross led the Bengals with 71 receptions.

Collinsworth was the NFL's top rookie receiver.

Curtis remains a dangerous deep threat.

Clark's 85 receptions led the NFC in 1981.

Solomon is the 49ers' big-play receiver.

Young lends savvy and a clutch pair of hands.

BENGALS

The Cincinnati defense doesn't have a flashy nickname. The unit is devoid of name players. Any one of the Bengals' defenders could qualify for an American Express television commercial. No member of Cincinnati's defense was selected to appear in the AFC-NFC Pro Bowl this year.

Do not sell the Bengals' defense short, however. History offers too many reminders that teams do not win championships with mediocre defenses. Cincinnati's defense may be a blue collar group that lacks recognition, but the Bengals closed the door on their opponents when it mattered most throughout the greater part of the 1981 season.

When Forrest Gregg became Cincinnati's head coach in 1980, he joined the growing number of coaches in the NFL who were abandoning the 4-3 defense for the 3-4.

The success of a 3-4 is predicated on strong linebacker play, and the Bengals have a crack unit. The solid quartet of linebackers is the team's defensive trump card. Inside linebackers Jim LeClair and Glenn Cameron are flanked by Bo Harris and Reggie Williams. All four are stinging hitters, and they have developed an effective chemistry.

LeClair, who calls the defensive signals, led the team with 112 tackles (including 81 solo hits) this season. The 10-year veteran has spent his entire career with the Bengals and is a superior talent against the run. Cameron, the other inside linebacker, is another heavy hitter (third on the team with 96 tackles).

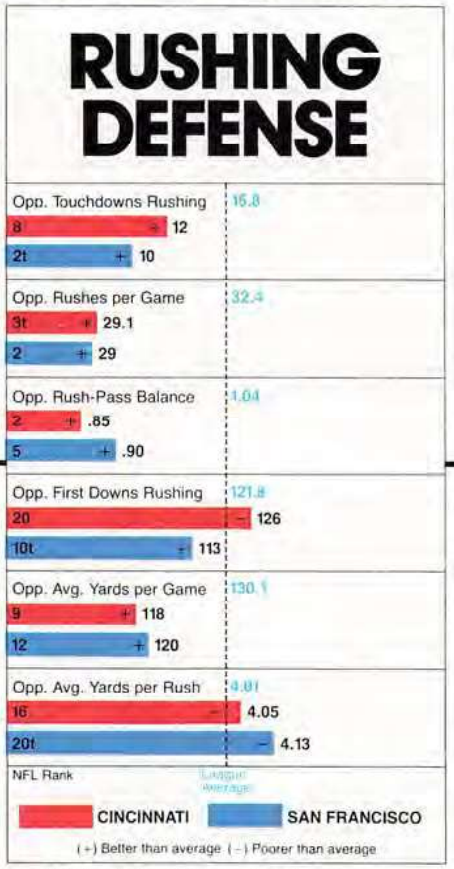
The two outside linebackers, Williams and Harris, both have excellent lateral pursuit; each player also recovered two fumbles during the regular season. Tom Dinkel, a starter last year, comes off the bench to provide another tough force against the run.

As a team, the Bengals yielded an average of 117.6 yards per game on the ground in 1981, which ranked ninth in the NFL. They also allowed just 12 rushing touchdowns all year.

Due in part to the absence of great breakaway speed in San Francisco's offensive backfield, the Bengals likely will be tested much more often with power runs up the middle and off the tackles, rather than on the outside.

The Bengals' linemen—defensive ends Eddie Edwards and Ross Browner, and nose tackle Wilson Whitley—will be arrayed against a solid San Francisco offensive line. Browner (6 feet 3 inches, 261 pounds) and Edwards (6-5, 256) are both very quick and agile and do a considerable amount of inside stunting. Whitley (6-3, 265) is more of a power player, but he also can be very effective on the move. How well the down linemen handle San Francisco's offensive front largely will dictate the success of the rest of the Bengals' defense against the 49ers.

Normally the Bengals deploy their 3-4 alignment about 60 percent of the time. But if the 49ers abandon their running game to any significant degree, Cincinnati may be forced to counter with its five-man or 4-3 pass rush formations more frequently.



A statistical standoff against the run.

49ERS

The 49ers allowed only 10 rushing touchdowns this season in moving from twenty-third against the rush in 1980 to twelfth. They also allowed just three 100-yard rushing performances all year, one by Pittsburgh's Franco Harris and two by NFL rushing champion George Rogers of New Orleans.

This new-found success against the run may be sorely tested by the Bengals for two reasons. First, when the Bengals aren't passing they go to a power running game featuring fullback Pete Johnson, who gained 86 yards in the regular season meeting with the 49ers in Week Fourteen. Second, the offensive line in front of Johnson and his running mate Charles Alexander may be Cincinnati's greatest strength.

On running situations and on first downs, the San Francisco defense generally lines up in a 3-4 set. The key man in this alignment is nose tackle Archie Reese, the defensive captain. Reese has an all-out charge, hitting on the rise and getting his hands up and under blockers. He will be facing Blair Bush, a center who is quicker than he is strong.

Flanking Reese at the ends are Jim Stuckey and Dwaine Board, both effective in pursuit and at turning plays inside.

Leading the linebackers, and the anchor of the defense, is Jack (Hacksaw) Reynolds, who was obtained on waivers from Los Angeles prior to the start of the season. It was the acquisition of Reynolds that completed San Francisco's linebacking corps, allowing it to regularly use the 3-4. He is an emotional, aggressive hitter, always on the move, but not one to play out of control. Reynolds, the team's leading tackler (117), is quick to read and react to the keys of the offensive line blocking.

Playing outside Reynolds on the left is Willie Harper, who excels at controlling tight ends by either delaying their release or playing off their blocks to get to the ball carrier. In short-yardage situations, Harper will have his hands full because the Bengals sometimes use three tight ends to gain additional blockers. Alongside Reynolds at the right inside position is Craig Puki. The right outside linebacker is Keena Turner. In only his second year, he has become a force in the San Francisco defense and is the team's third-leading tackler.

Besides Reynolds and Turner, the 49ers' other top tacklers are in the secondary. Cornerbacks Ronnie Lott and Eric Wright, and safeties Carlton Williamson and Dwight Hicks have the speed to come up to meet rushers who break beyond the line of scrimmage.

Despite the power of Johnson or the speed of Alexander, the rusher who may prove the biggest problem for the 49ers' defense is Bengals quarterback Ken Anderson. Time and again this season Anderson ran Cincinnati out of trouble. In the playoff victory over San Diego, Anderson carried five times for 39 yards. It may be, then, that San Francisco's pass rush—Fred Dean, Lawrence Pillers, Stuckey, and Board—could prevent some very costly rushing first downs in critical situations.

Edwards: big plays on both sides of the defensive line.

LeClair (55) and Browner (79): tough against the run.

Reese is a cog in the NFL's second-ranked defense.

Board (76) and Reynolds (64) are gang tackling leaders.

BENGALS

Cincinnati, along with the majority of San Francisco's opponents this year, learned a lesson the hard way when it lost to the 49ers 21-3 in the regular season: The 49ers have no ordinary passing attack.

In some ways San Francisco's passing game is merely an extension of its running game. The 49ers often will pass in obvious running situations, and they can nickel and dime a defense to distraction.

In their meeting in Week Fourteen, 49ers quarterback Joe Montana carved up the Bengals' defense with quick, short passes to his backs and receivers, completing 23 of 34 attempts for 187 yards and two touchdowns.

The task of solving—and shutting down—the 49ers' passing attack is no easy feat and it may force Cincinnati into more man-to-man coverages than it usually employs. The Bengals will give close escort to—and sometimes may double team—wide receiver Dwight Clark, the NFC's leading receiver with 85 receptions.

Basically, the Bengals are a 3-4 team; defensive ends Ross Browner and Eddie Edwards and nose tackle Wilson Whitley are the starting down linemen. In passing situations, the Bengals often switch to a four-man front (and bring in a "nickel" back). Edwards, perhaps the best pure pass rusher in the group (he had 10 sacks this year) moves to tackle, and either Gary Burley or Mike St. Clair is brought in to fortify the pass rush.

The Bengals also employed a five-man front at times this season. It was effective in back-to-back victories over San Diego and Los Angeles, helping to account for six sacks in each game.

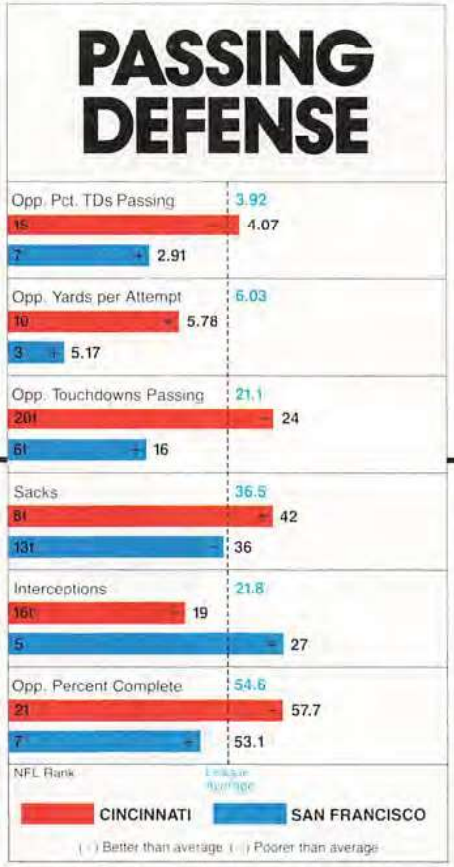
Cincinnati has a quick, active group of linebackers. The unit plays the pass well, and is adept at sealing off outside lanes. The linebackers stunt and blitz frequently; right outside linebacker Reggie Williams led the team with 11 quarterback sacks and also had four interceptions.

Louis Breeden and Ken Riley are the cornerbacks. Riley, a 13-year veteran, led Cincinnati with five interceptions this year and currently is tied for the AFC lead in career interceptions with 52. Breeden tied an NFL record by returning one of his four interceptions 102 yards against the Chargers.

The free safety is second-year man Bryan Hicks, a terror on Bengals special teams in his rookie season. Rookie Bobby Kemp, a hard hitter, moved into the starting free safety job in Week Nine and improved rapidly, helping to solidify the secondary in the final stages of the season. John Simmons is normally the "nickel" back. Mike Fuller and Ray Griffin also will fill the role.

The Bengals finished twelfth in the NFL in points allowed (304) and yards allowed per game (330.6). They had 42 sacks.

INTERCEPTIONS	No.	Yards	Avg.	Long	TDs
Riley	5	6	1.2	6	0
Breeden	4	145	36.3	102	1
Williams	4	33	8.3	14	0
B. Harris	2	92	46.0	49	0
Fuller	1	31	31.0	31	0
Razzano	1	11	11.0	11	0
Cameron	1	0	0.0	0	0
LeClair	1	0	0.0	0	0



Secondary gives advantage to the 49ers.

49ERS

Prior to the NFC Championship Game against Dallas, coach Bill Walsh said the 49ers had one advantage over the Cowboys: defensive team speed. They have a slight edge over the Bengals as well.

The San Francisco defense is an extremely fast and mobile unit, more often overpowering opponents with quickness instead of strength.

Defensive end Fred Dean, who came to San Francisco in mid-October via a trade with San Diego, is the 49ers' quickest and most effective pass rusher and one of the main reasons for the team's defensive resurgence. Though he is relatively small for his position at 6 feet 2 inches, 230 pounds, he uses his 4.5 speed and quickness off the ball to compensate. He led the team with 13 sacks (he had 14 for the year counting his time with the Chargers), was voted to the AFC-NFC Pro Bowl, and was named the NFC defensive player of the year by *UPI*—even though he is not a starter. Dean comes into the game in passing situations, when the 49ers shift to a 4-3 or "nickel" defense.

Usually joining Dean on passing situations are tackles Lawrence Pillers and Dwaine Board (who moves over from his right end position in the 3-4). Jim Stuckey remains at end in both sets, switching sides with Dean in certain situations. Unlike Dean and Pillers, who prefer an inside rush, Board's quickness allows him to beat tackles to the outside. Pillers and Board each contributed 7 of the team's 36 sacks this season.

When the 49ers go to their "nickel" defense, the linebackers with heaviest pass defense responsibilities are Keena Turner and Bobby Leopold. Both are used primarily to cover backs coming out of the backfield.

Of all the areas of San Francisco's defense, it is the secondary that has shown the most improvement. In 1980, the 49ers ranked twenty-seventh against the pass. This season they ranked third. Four of San Francisco's first five draft choices last May were used to take defensive backs, and three of them became starters: cornerbacks Ronnie Lott and Eric Wright, and strong safety Carlton Williamson. Third-year man Dwight Hicks is the free safety.

Hicks's nine interceptions made him the team leader for the third year in a row. An alert opportunist, he tied for the team lead in fumble recoveries (three), and, in a game against Washington in Week Five, gained 184 yards on interception and fumble returns, scoring two touchdowns. Lott had seven interceptions, returning three for touchdowns. He led the team in forced fumbles (four) and was second in tackles (89). Williamson contributed four interceptions. Wright, a bump-and-run specialist rated by Walsh as the team's soundest tackler, had three interceptions.

INTERCEPTIONS	No.	Yards	Avg.	Long	TDs
Hicks	9	239	26.6	72	1
Lott	7	117	16.7	41	3
Williamson	4	44	11.0	28	0
Wright	3	26	8.7	26	0
McColl	1	22	22.0	22	0
Martin	1	0	0.0	0	0
Reynolds	1	0	0.0	0	0
Turner	1	0	0.0	0	0

Riley led the Bengals' secondary with five interceptions in 1981.

Dinkel's diversity fortifies the Bengals' pass defense.

Dean energized the pass rush and led a big-play defense.

Lott returned three regular season interceptions for touchdowns.

Ahh, the beer with
the taste for food!
Natural
Light
Natural
Light
Anheuser-Busch, Inc.

BENGALS

If Pat McInally can punt in the Silverdome as well as he did in his two regular-season chances indoors, Cincinnati's league-leading kicking game will be considerably tougher for San Francisco to handle.

The NFL's premier punter averaged 45.4 yards per punt the past season, but indoors his average went right out of sight. McInally kicked six times against Houston in the Astrodome for an astronomical average of 53 yards per kick. In six punts in the Louisiana Superdome in New Orleans, the average was only slightly less, 51 yards.

McInally punted 72 times in the regular season with a longest of 62 yards. Seventeen of his punts died inside the opponents' 20 yard line, and he shared the top spot in AFC net punting distance with Seattle's Jeff West, each with a 36.1 average.

Cincinnati's placekicking success hinges on the tiny feet of Jim Breech, the 5-foot 6-inch kicker who wears size 5 shoes. Breech, a three-year veteran from California, tied Kansas City's Nick Lowery for the AFC scoring championship with 115 points (49 of 51 extra points and 22 of 32 field goal attempts).

Breech tied for AFC scoring lead.

McInally-Breech hold slight edge.

Breech's longest kick was 51 yards. In a regular-season victory over Buffalo Breech kicked a game-winning, 28-yard field goal in overtime.

Rookie David Verser, a wide receiver, handles most of the Bengals' kickoff returns, and though he didn't break any of his 29 chances for a touchdown, he is a threat to go all the way. Verser's longest return was for 78 yards, and he averaged 23.8 for 29 returns.

Mike Fuller, a seven-year veteran who was picked up after being waived by San Diego, handles the punt returns. Fuller is not much of a threat to break a long runback but he can be counted on to get all the yardage available. He averaged 7.7 yards for 23 returns.

PUNTING	No.	Yards	Avg.	Touchbacks	Inside 20	Long
McInally	72	3272	45.4	11	17	62

PUNT RETURNS	No.	FC	Yards	Avg.	Long	TDs
Fuller	23	13	177	7.7	34	0
Simmons	5	6	24	4.8	11	0
Hicks	1	0	4	4.0	4	0

KICKOFF RETURNS	No.	Yards	Avg.	Long	TDs
Verser	29	691	23.8	78	0
Fuller	1	34	34.0	34	0
Chapman	8	171	21.4	29	0
A. Griffin	6	119	19.8	28	0
R. Griffin	2	31	15.5	17	0
Simmons	1	10	10.0	10	0
Dinkel	1	0	0.0	0	0
Kemp	1	0	0.0	0	0

FIELD GOALS	1-19	20-29	30-39	40-49	50+	Total
Breech	0-0	9-11	7-9	5-11	1-1	22-32

49ERS

After Ray Wersching was released by the San Diego Chargers in 1977, he might have thought his days as a kicker in the NFL were over. At the same time Wersching was looking for a job, San Francisco was in the market for a steady kicker. The 49ers signed him as a free agent. It was a wise investment.

Since joining the 49ers, consistency has become Wersching's trademark. He has hit on 77 of 106 field goals (72.6 percent). His previous four years with San Diego he made only 32 of 68 (47.1 percent).

This season, after suffering a hip injury that caused him to miss four games (he was replaced by Matt Bahr), he made 17 of 23 field goals (73.8 percent) and 30 of 30 extra points. For the fourth straight year he was the 49ers' scoring leader, with 81 points.

San Francisco's punting duties are handled by barefooted kicker Jim Miller. Miller averaged 41.5 yards per kick (sixth best in the NFC in 1981) but only 31.1 net yards (worst in the NFL). Miller concentrates on getting great height on his punts, as evidenced by the fact that he is one of only two punters (Oakland's Ray Guy is the other) to hit the scoreboard gondola at the Louisiana Superdome.

Wersching thrives under pressure.

The 49ers' kickoff returns are handled by rookie Amos Lawrence, who finished second in the NFC and third in the NFL with a 25.7-yard average. His longest return was 92 yards for a touchdown against the Los Angeles Rams. Also helping return kickoffs is Bill Ring, who ran back 10 for a 21.7 average.

Punt returns are fielded by Freddie Solomon and Dwight Hicks. Solomon, who returned 29 punts for a 6.0-yard average, is a threat to break for a touchdown every time he touches the ball. Hicks finished seventh in the NFC with an average of 9.0 on 19 returns.

PUNTING	No.	Yards	Avg.	Touchbacks	Inside 20	Long
Miller	93	3858	41.5	15	14	65

PUNT RETURNS	No.	FC	Yards	Avg.	Long	TDs
Hicks	19	4	171	9.0	39	0
Solomon	29	6	173	6.0	19	0

KICKOFF RETURNS	No.	Yards	Avg.	Long	TDs
Lawrence	17	437	25.7	92	1
Hicks	1	22	22.0	22	0
Ring	10	217	21.7	29	0
Wilson	4	67	16.8	22	0
Lott	7	111	15.9	20	0
Jones	3	43	14.3	22	0
Ramson	1	12	12.0	12	0
Davis	1	0	0.0	0	0
Patton	1	0	0.0	0	0

FIELD GOALS	1-19	20-29	30-39	40-49	50+	Total
Wersching	2-2	7-7	4-7	4-7	0-0	17-23
Bahr	0-0	0-2	0-1	2-3	0-0	2-6

BENGALS

The Bengals aren't likely to be beaten by their own mistakes.

They gave up the fewest number of turnovers in the NFL during the regular season, just 24, splitting them equally—12 interceptions and 12 fumbles lost.

Bengals defenders made 18 fumble recoveries and intercepted 19 passes to give them a plus 13 on the takeaway-giveaway balance sheet.

Ken Riley, the 13-year veteran, led the Cincinnati interceptors with five, but his longest return was just six yards, which, oddly, was his total yardage for all five returns.

Louis Breeden had only four interception returns, but he made the most of them with 145 yards. He got 102 of those on the season's longest interception return—against San Diego in Week Ten. The return tied an NFL record set in 1949 by Detroit's Bob Smith and equaled by Erich Barnes of the New York Giants in 1961 and by Kansas City's Gary Barbaro in 1977.

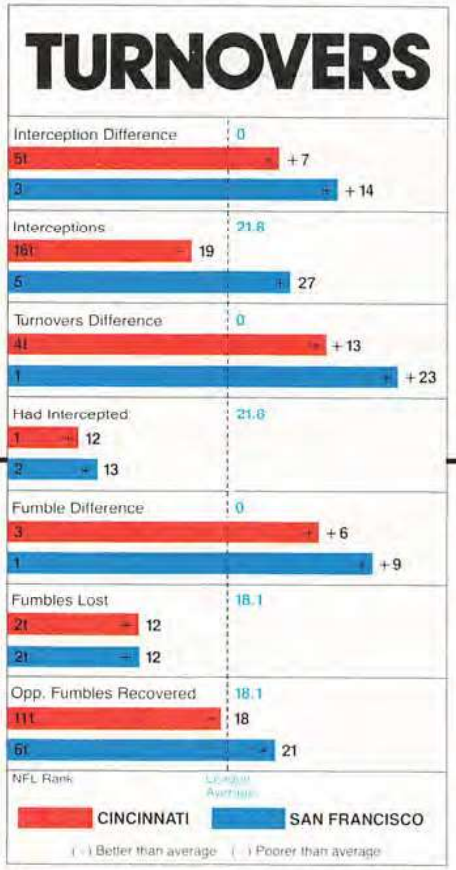
Linebacker Reggie Williams also picked off four passes during the season, although Williams's role as a pass rusher against San Francisco may have a decided effect on how often and how consistently he patrols the short secondary. Bo Harris, the other linebacker, intercepted two; and Mike Fuller, Rick Razzano, Glenn Cameron, and Jim LeClair had one each.

Breeden went 102 yards with an interception.

Mike St. Clair came up with the only fumble recovery for a touchdown by the Bengals all year. The seven-year veteran defensive end scooped up a fumble by the New York Jets' Richard Todd in the season's second game and ran it 12 yards for the score.

The Bengals have strong linebacking and a versatile all-around defense that ranked fourth in the AFC. But there is no standout individual, and the group has not made an impact strong enough to earn a nickname.

Quarterback Ken Anderson does not throw many interceptions—10 to be exact, second-lowest among AFC passers. Forrest Gregg may cringe when the Bengals' quarterback decides he'll run his way across the line of scrimmage and out of trouble, rather than risk an interception, but the fact is that Anderson's 320 yards in 46 carries ranks second on the team. Only Seattle's Jim Zorn threw fewer interceptions, and he missed the last three games because of a broken leg. Anderson was not intercepted in either playoff game.



Both teams capitalize on opponent mistakes.

49ERS

In 1981, San Francisco was the most opportunistic team in the National Football League. The 49ers led the NFL in turnover differential. San Francisco had 23 more fumble recoveries and interceptions than it gave up.

The 49ers' defensive secondary, which was one of the big question marks when the season began (because of a starting lineup that included three rookies), ended the year with 27 interceptions, fourth-best in the NFC and fifth in the NFL.

Safety Dwight Hicks, the veteran of the secondary (in his third year from Michigan), intercepted nine passes (second in the NFC and third in the NFL) and returned one 32 yards for a touchdown against Washington. In that game he also had an 80-yard fumble return for a touchdown and returned another interception 72 yards.

The three rookies in the secondary, cornerbacks Ronnie Lott and Eric Wright and safety Carlton Williamson, also had good years. Lott had a truly remarkable season, intercepting seven passes (three for touchdowns). He also picked off two passes against the New York Giants in the NFC Divisional Playoff Game, including one that he returned 20 yards for a touchdown. During the regular season, Wright intercepted three passes and Williamson had four.

Hicks and the 49ers led NFL in turnover ratio.

San Francisco also was proficient at recovering opponents' fumbles, ranking sixth in the NFL with 21.

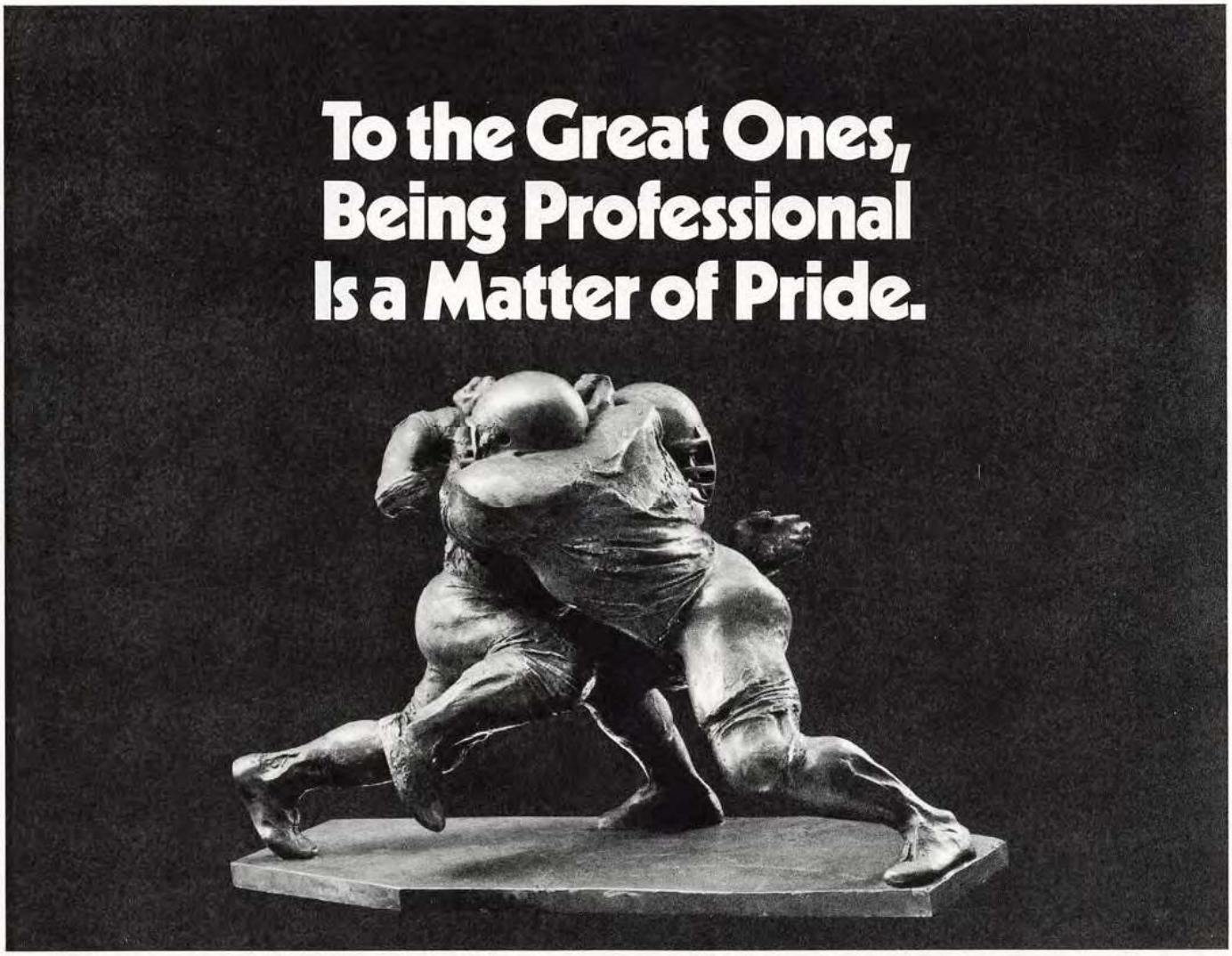
While the 49ers were opportunistic, they were stingy with giveaways.

Quarterbacks Joe Montana (12 interceptions) and Guy Benjamin (1) together finished first in the NFC, and second in the NFL, in number of interceptions. Montana's 12 interceptions in 488 attempts (for an interception percentage of 2.5) was best in the NFC.

The scoring pass that beat Dallas in the NFC Championship Game exemplifies the Walsh-Montana attitude of caution in borderline situations. "We're instructed that if we throw that pass, to make sure he [wide receiver Dwight Clark] is the only one who can catch it." The same goes for any San Francisco receiver under tight coverage.

San Francisco also didn't give its opponents many chances because of fumbles. The 49ers lost only 12 in 981 rushing, passing, and return attempts. They finished first in the NFC in this category. ■

To the Great Ones, Being Professional Is a Matter of Pride.



Congratulations

Anthony Munoz
Offensive Tackle
Cincinnati Bengals

Randy White
Defensive Tackle
Dallas Cowboys

NFL Linemen of the Year

Sponsored by IH® Trucks

In the NFL everyone plays to win. To the *great* ones, however, there's an added dimension: A personal drive to be recognized as the best there is at their positions. That's why it gives us great pleasure to announce the winners of the NFL Linemen of the Year competition, Anthony Munoz of the Cincinnati Bengals and Randy White of the Dallas Cowboys, and, in so doing, to reward their extra effort, hard work, and dedication.

During a special ceremony at the AFC-NFC Pro Bowl Game in Hawaii, each will receive his own beautiful, dramatic trophy, a replica of which will go into the Pro Football Hall of Fame. In addition, International Trucks will donate $5,000 to the NFL Charity of each man's choice.

We're proud to have sponsored this competition and to have given America's NFL football fans — especially the nation's truckers — a chance to vote for and honor their favorite NFL linemen. They are the guys who, like International Trucks, Parts, and Service — and America's truckers — really pull the load!

The number one name in trucks.
INTERNATIONAL®

Listen to the AFC-NFC Pro Bowl game, Sunday, January 31, over the CBS radio network!

RINGTHEBELL.TV on Archive.org

CINCINNATI BENGALS

How They Were Built

Year	Draft (35)	Trades (0)	Free Agents (8) Waivers (2)
1969 *4-9-1* *5th, AFL West*	*CB* Ken Riley *(6)*		
1970 *8-7-0* *1st, AFC Central*			
1971 *4-10-0* *4th, AFC Central*	*QB* Ken Anderson *(3)*		
1972 *8-6-0* *3rd, AFC Central*	*LB* Jim LeClair *(3)*		
1973 *10-5-0* *1st, AFC Central*	*WR* Isaac Curtis *(1)*		
1974 *7-7-0* *2nd, AFC Central*	*G* Dave Lapham *(3)*		
1975 *11-4-0* *2nd, AFC Central*	*LB* Glenn Cameron *(1)* *DE* Gary Burley *(3A)* *LB* Bo Harris *(3B)* *P-WR* Pat McInally *(5)*		
1976 *10-4-0* *2nd, AFC Central*	*RB* Archie Griffin *(1)* *G* Glenn Bujnoch *(2)* *LB* Reggie Williams *(3)*		
1977 *8-6-0* *3rd, AFC Central*	*DE* Eddie Edwards *(1A)* *NT* Wilson Whitley *(1B)* *RB* Pete Johnson *(2)* *T* Mike Wilson *(4)* *CB* Louis Breeden *(7)*		
1978 *4-12-0* *4th, AFC Central*	*DE* Ross Browner *(1A)* *C* Blair Bush *(1B)* *CB* Ray Griffin *(2)* *WR-TE* Don Bass *(3)* *LB* Tom Dinkel *(5)*		
1979 *4-12-0* *4th, AFC Central*	*QB* Jack Thompson *(1A)* *RB* Charles Alexander *(1B)* *TE* Dan Ross *(2)* *WR* Steve Kreider *(6)* *G* Max Montoya *(7)*		
1980 *6-10-0* *4th, AFC Central*	*T* Anthony Munoz *(1)* *NT* Rod Horn *(3)* *S* Bryan Hicks *(5)*		*K* Jim Breech *(FA)* *TE* M. L. Harris *(FA)* *C-T* Blake Moore *(FA)* *LB* Rick Razzano *(FA)* *DE* Mike St. Clair *(FA)* *QB* Turk Schonert *(FA)*
1981 *14-4-0* *AFC Champion*	*WR* David Verser *(1)* *WR* Cris Collinsworth *(2)* *CB* John Simmons *(3)* *LB* Guy Frazier *(4)* *S* Bobby Kemp *(8)*		*RB* Jim Hargrove *(FA)* *G* Mike Obrovac *(FA)* *S* Oliver Davis *(W)* *S* Mike Fuller *(W)*

Forrest Gregg

In only his second year in Cincinnati, Forrest Gregg led the Bengals both to the best record in the AFC (12-4) and to the Super Bowl. The Bengals won the AFC Central Division and defeated Buffalo and San Diego in the playoffs.

The 48-year-old native of Birthright, Texas, was an all-conference tackle at SMU in 1954-55.

Gregg played 14 years with the Green Bay Packers and one season with the Dallas Cowboys. He established a record consecutive game streak of 188 games (since broken) and served as a player-coach his last three seasons.

In 1972, Gregg became offensive line coach for the San Diego Chargers. He joined the Cleveland Browns in the same capacity in 1974.

Gregg became head coach of the Browns in 1975 and the next year was NFL coach of the year. He resigned with one game left in the 1977 season.

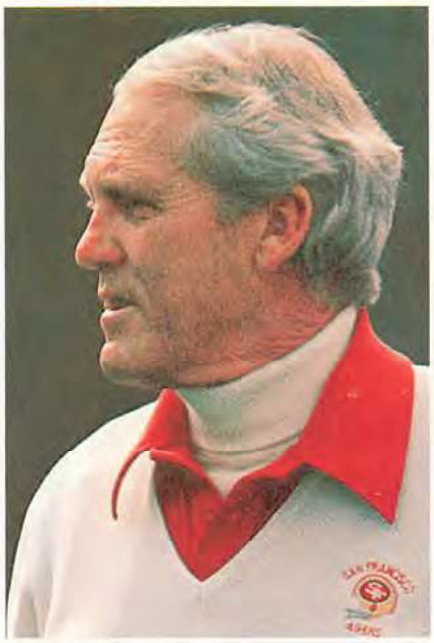
Gregg was head coach of the Toronto Argonauts of the Canadian Football League in 1979. He joined the Bengals in 1980 and posted a 6-10 record his first season.

His staff includes Hank Bullough, defensive coordinator, linebackers; Bruce Coslet, special teams, tight ends; Lindy Infante, quarterbacks, receivers; Dick LeBeau, defensive backfield; Jim McNally, offensive line; Dick Modzelewski, defensive line; George Sefcik, offensive backfield; and Kim Wood, strength.

SAN FRANCISCO 49ERS

How They Were Built

Year	Draft (21)	Trades (7)	Free Agents (17) Waivers (0)
1973 *5-9-0* *4th, NFC West*	*LB* Willie Harper *(2)*		
1974 *6-8-0* *2nd, NFC West*	*T* Keith Fahnhorst *(2A)*		
1975 *5-9-0* *2nd, NFC West*			
1976 *8-6-0* *2nd, NFC West*	*G* Randy Cross *(2A)* *G* John Ayers *(8)*		
1977 *5-9-0* *3rd, NFC West*			*K* Ray Wersching *(FA)*
1978 *2-14-0* *4th, NFC West*	*LB* Dan Bunz *(1B)* *C-G* Walt Downing *(2)* *NT* Archie Reese *(5A)* *C* Fred Quillan *(7)*	*WR-KR* Freddie Solomon *(from Miami)*	
1979 *2-14-0* *4th, NFC West*	*QB* Joe Montana *(3)* *WR* Dwight Clark *(10A)*		*DE* Dwaine Board *(FA)* *RB* Lenvil Elliott *(FA)* *S* Dwight Hicks *(FA)* *TE* Eason Ramson *(FA)*
1980 *6-10-0* *3rd, NFC West*	*RB* Earl Cooper *(1A)* *DE* Jim Stuckey *(1B)* *LB* Keena Turner *(2)* *P* Jim Miller *(3A)* *LB* Craig Puki *(3B)* *LB* Bobby Leopold *(8)*	*TE* Charle Young *(from Los Angeles)*	*RB* Ricky Patton *(FA)* *DE* Lawrence Pillers *(FA)*
1981 *15-3-0* *NFC Champion*	*CB* Ronnie Lott *(1)* *NT* John Harty *(2A)* *CB* Eric Wright *(2B)* *S* Carlton Williamson *(3)* *CB* Lynn Thomas *(5A)*	*T* Dan Audick *(from San Diego)* *QB* Guy Benjamin *(from New Orleans)* *RB* Johnny Davis *(from Tampa Bay)* *DE* Fred Dean *(from San Diego)* *RB* Amos Lawrence *(from San Diego)*	*G-T* John Choma *(FA)* *RB* Walt Easley *(FA)* *S* Rick Gervais *(FA)* *T* Allan Kennedy *(FA)* *CB* Saladin Martin *(FA)* *LB* Milt McColl *(FA)* *LB* Jack Reynolds *(FA)* *RB-KR* Bill Ring *(FA)* *WR* Mike Shumann *(FA)* *WR* Mike Wilson *(FA)*



Bill Walsh

In only his third year as head coach, Bill Walsh has led the San Francisco 49ers to the Super Bowl against long odds. The 49ers won the NFC West with the best record in football (13-3) and then defeated the New York Giants and Dallas in the playoffs.

A native of Los Angeles, Walsh attended San Mateo Junior College and then San Jose State.

Walsh began coaching at Washington Union High School in 1957. He became the defensive coordinator at California under Marv Levy in 1960; in 1963 he moved to Stanford under John Ralston.

In 1966, Walsh entered the NFL with the Oakland Raiders. He moved to the Cincinnati Bengals in 1967. In 1976 he became the offensive coordinator for the San Diego Chargers.

Walsh became head coach at Stanford in 1977 and in two years led the Cardinals to two bowl games.

In 1979, he joined the 49ers as head coach and general manager and in three years has transformed them from a team with the poorest record in the NFL to a Super Bowl participant.

His staff includes Cas Banaszek, assistant line coach; Norb Hecker, linebackers; Milt Jackson, special teams, receivers; Billie Matthews, running backs; Bobb McKittrick, offensive line; Bill McPherson, defensive line; George Seifert, defensive secondary; Chuck Studley, defensive coordinator; Al Vermeil, strength, conditioning; and Sam Wyche, quarterbacks.

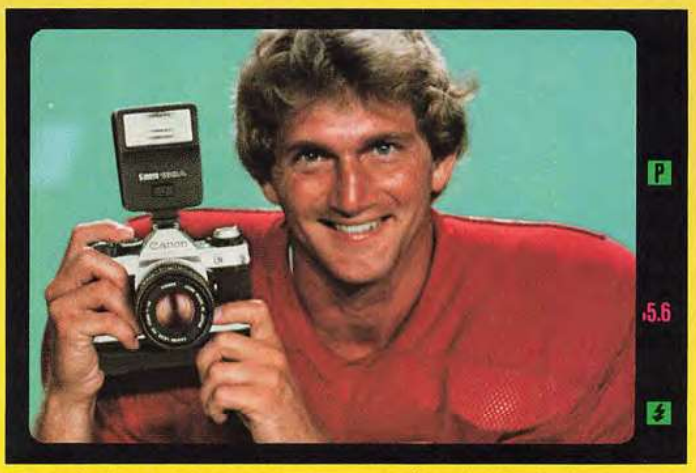
THE NEW AE-1 PROGRAM

Nobody has been able to make fine photography this simple. Until now.

There has never been a high quality 35mm SLR camera as simple to use as the Canon AE-1 PROGRAM. That's why people who don't have time for complicated cameras, like Washington Redskins' quarterback Joe Theismann, carry it with them wherever they go. And you should, too.

Indoors or out, day or night–in any light–the AE-1 PROGRAM is designed to give you perfect pictures automatically. You just focus and shoot. Really. When set on "PROGRAM" the advanced electronics inside provide total automation, so you can concentrate on your subject.

For action photography, there's also shutter-priority automation, which lets you choose a speed fast enough to "freeze" moving subjects while the camera's electronic brain automatically adjusts the lens opening for the lighting conditions.

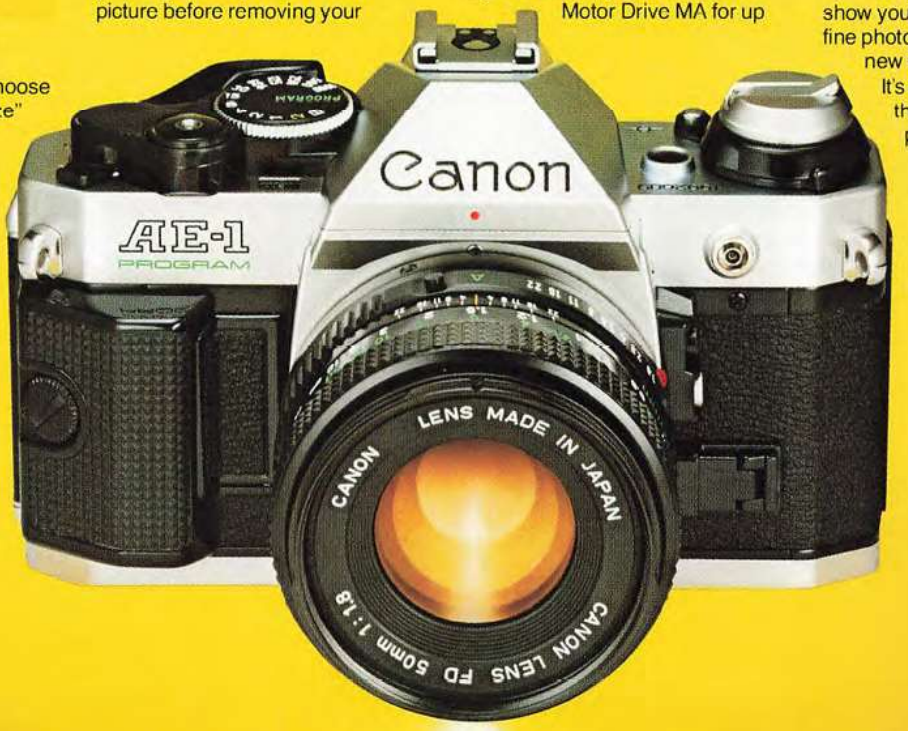


Flash photography is totally automatic as well, and with the new Canon Speedlite 188A with built-in exposure confirmation, you can tell you've gotten a perfect flash picture before removing your eye from the viewfinder!

There are new and exciting accessories that add even more versatility. The Power Winder A2 provides single-frame and continuous motorized shooting at up to two frames-per-second. Or, for really fast action, you can add the Motor Drive MA for up to 4 fps. rapid sequence shooting.

There are eight interchangeable focusing screens and nearly fifty Canon FD lenses that fit the AE-1 PROGRAM. So you can shoot a wide-angle panorama, do candid portraits or use a Canon zoom lens to really reach out and bring your subjects up close. Best of all, when you add any of these exciting accessories, shooting is still automatic. And just as simple.

Ask your Canon dealer to show you the camera that makes fine photography simple. The new Canon AE-1 PROGRAM. It's one more reason we're the world's leader in 35mm photography.



Photographic Consultant to the National Football League

SUPER BOWL XVI™ Official Camera of the Super Bowl

Canon® AE-1 PROGRAM

Canon USA, Inc., One Canon Plaza, Lake Success, New York 11042 • 140 Industrial Drive, Elmhurst, Illinois 60126 • 6380 Peachtree Industrial Blvd., Norcross, Georgia 30071 • 123 Paularino Avenue East, Costa Mesa, California 92626 • Bldg. B-2, 1050 Ala Moana Blvd., Honolulu, Hawaii 96814 • Canon Canada, Inc., Ontario

©1981 Canon U.S.A., Inc.

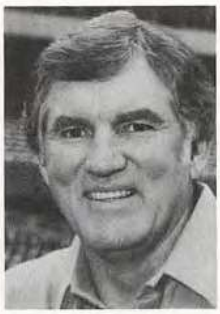
CINCINNATI BENGALS

PAUL BROWN
V.P.-General Manager

JOHN SAWYER
President

AUSTIN E. KNOWLTON
Chairman of the Board

MIKE BROWN
Asst. General Manager



FORREST GREGG
Head Coach

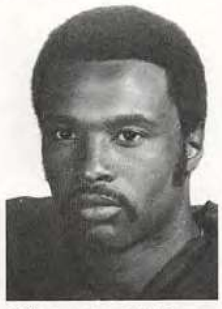
10 JIM BREECH
K 5-6 161 25

12 JACK THOMPSON
QB 6-3 217 25

13 KEN RILEY
CB 6-0 183 34

14 KEN ANDERSON
QB 6-3 212 32

15 TURK SCHONERT
QB 6-1 185 25



21 OLIVER DAVIS
S 6-1 205 27

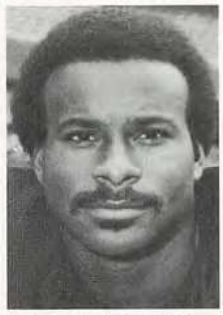
25 JOHN SIMMONS
CB 5-11 192 23

26 BOBBY KEMP
S 6-0 186 22

27 BRYAN HICKS
S 6-0 192 25

34 LOUIS BREEDEN
CB 5-11 185 28

36 JIM HARGROVE
RB 6-2 228 24



40 C. ALEXANDER
RB 6-1 221 24

42 MIKE FULLER
S 5-10 182 28

44 RAY GRIFFIN
CB 5-10 186 25

45 ARCHIE GRIFFIN
RB 5-9 184 27

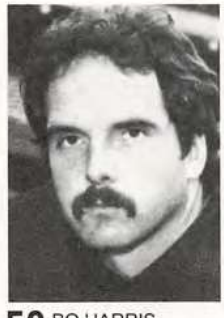
46 PETE JOHNSON
RB 6-0 249 27

49 GUY FRAZIER
LB 6-2 215 22

50 G. CAMERON
LB 6-2 228 28

51 RICK RAZZANO
LB 5-11 227 26

52 TOM DINKEL
LB 6-3 237 25



53 BO HARRIS
LB 6-3 226 29

55 JIM LeCLAIR
LB 6-3 234 31

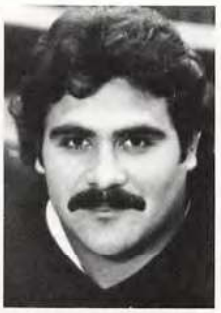
57 R. WILLIAMS
LB 6-0 228 27

58 BLAIR BUSH
C 6-3 252 25

60 BLAKE MOORE
C-T 6-5 267 23

CINCINNATI BENGALS

62 DAVE LAPHAM
G 6-4 262 29



65 MAX MONTOYA
G 6-5 275 25

67 GARY BURLEY
DE 6-3 274 29

68 MIKE OBROVAC
T 6-6 275 26

71 ROD HORN
NT 6-4 268 25

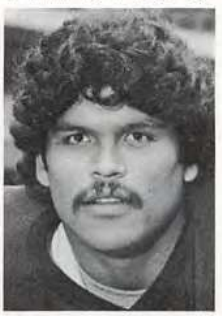
72 MIKE ST. CLAIR
DE 6-5 254 28

73 EDDIE EDWARDS
DE 6-5 256 27

74 GLENN BUJNOCH
G 6-6 258 28

75 W. WHITLEY
NT 6-3 265 26

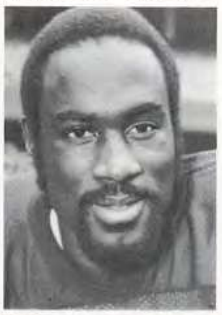
77 MIKE WILSON
T 6-5 271 26



78 A. MUNOZ
T 6-6 278 23

79 ROSS BROWNER
DE 6-3 261 27

80 C. COLLINSWORTH
WR 6-5 192 22



81 DAVID VERSER
WR 6-1 200 23

83 M. L. HARRIS
TE 6-5 238 28

84 DON BASS
WR-TE 6-2 220 25

85 ISAAC CURTIS
WR 6-1 192 31

86 STEVE KREIDER
WR 6-3 192 23

87 PAT McINALLY
P-WR 6-6 212 28

89 DAN ROSS
TE 6-4 235 24

HANK BULLOUGH
Assistant Coach

BRUCE COSLET
Assistant Coach

LINDY INFANTE
Assistant Coach

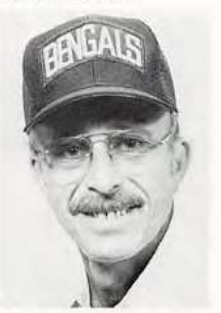
DICK LeBEAU
Assistant Coach

JIM McNALLY
Assistant Coach

DICK MODZELEWSKI
Assistant Coach

GEORGE SEFCIK
Assistant Coach

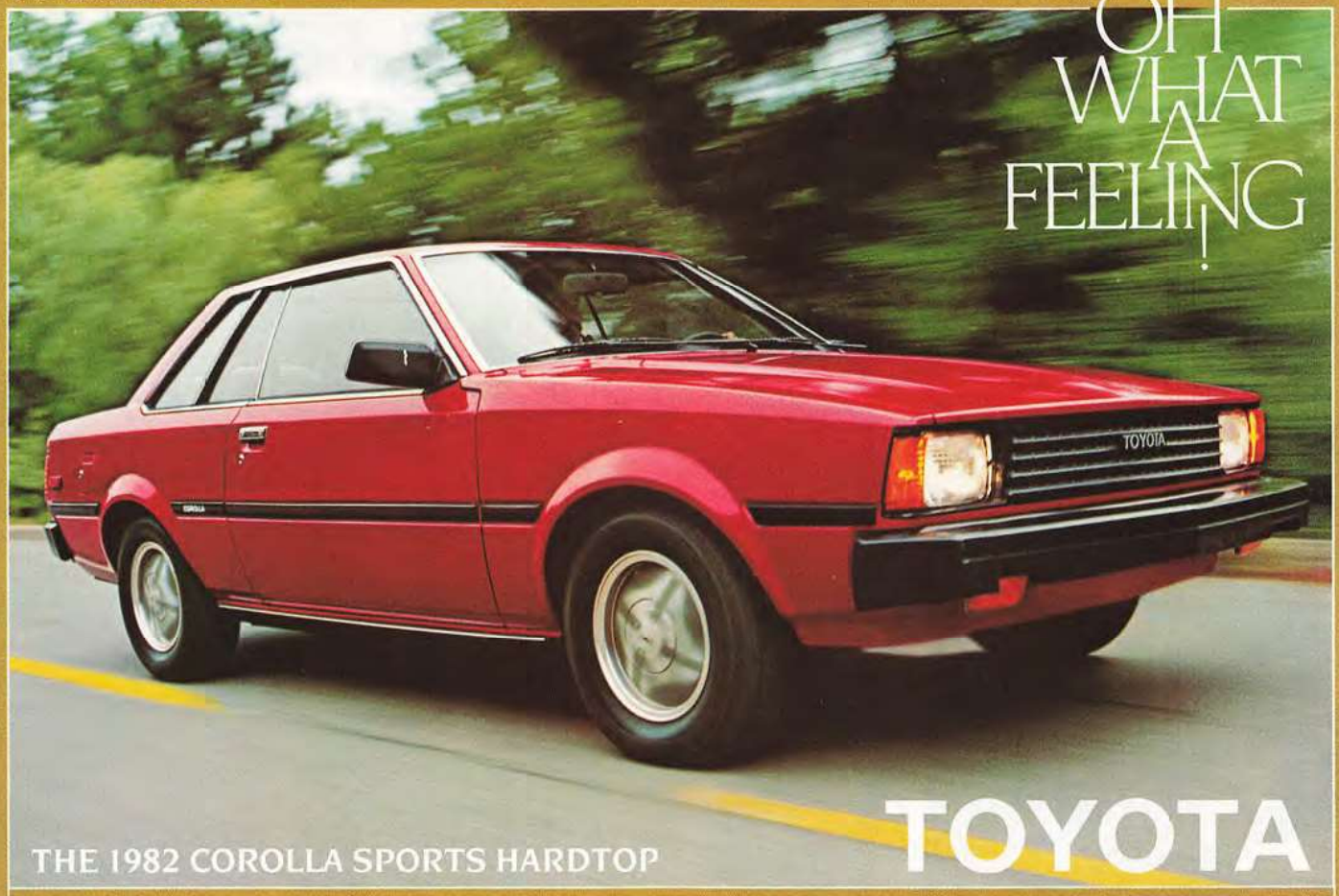
KIM WOOD
Assistant Coach



TOM GRAY
Equipment Manager

MARVIN POLLINS
Trainer

©1981 Toyota Motor Sales, U.S.A., Inc.



SPORTIN' LIFE

If you want to lead the sportin' life, you need a car that looks the part — without costing your life savings. That's where the Toyota Corolla Sports Hardtop comes in. No other car looks this clean, this classy, this "right" — for a Corolla price.

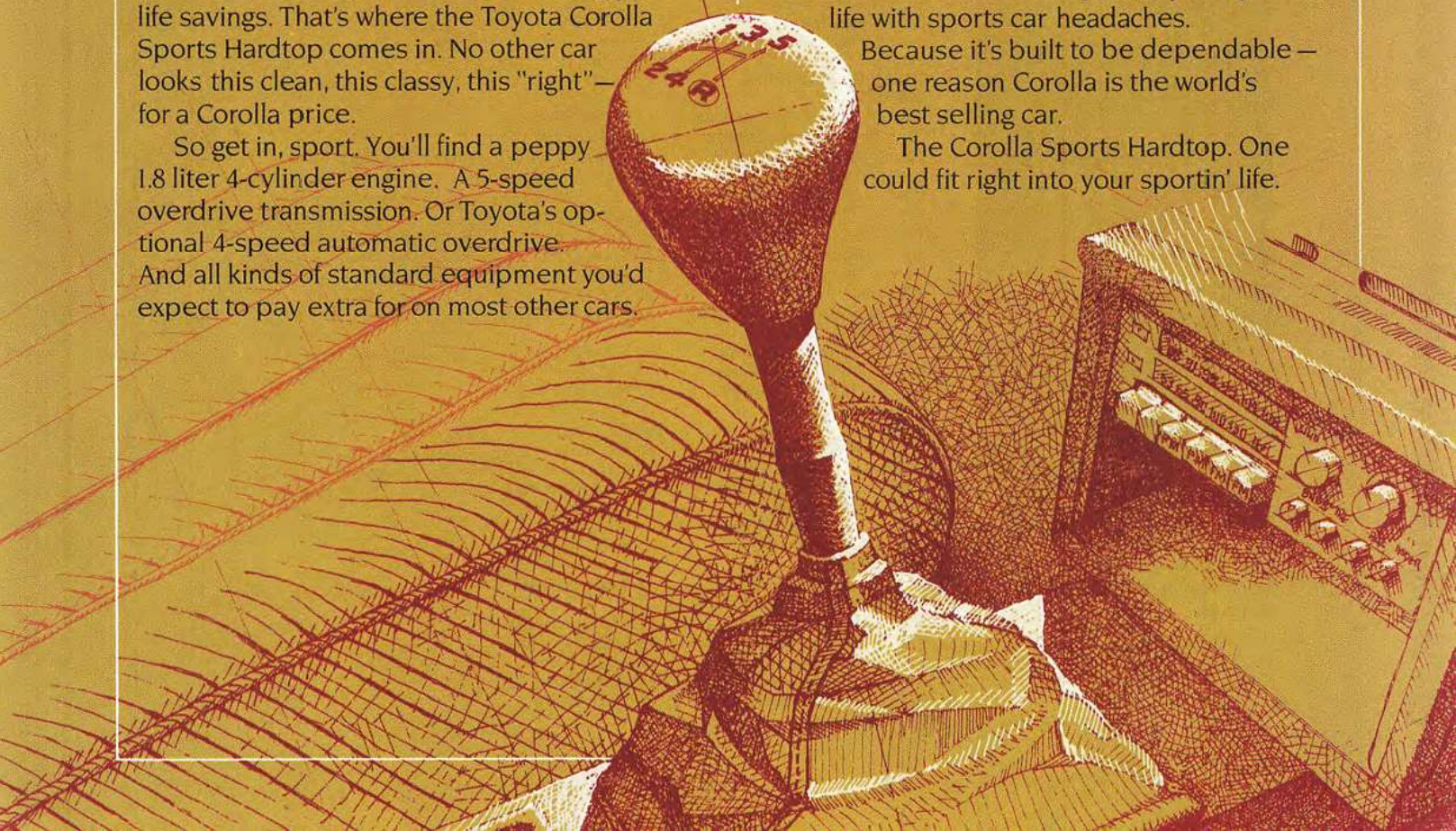
So get in, sport. You'll find a peppy 1.8 liter 4-cylinder engine. A 5-speed overdrive transmission. Or Toyota's optional 4-speed automatic overdrive. And all kinds of standard equipment you'd expect to pay extra for on most other cars.

Full instrumentation, including an electric tachometer (very sportin'!). AM/FM/MPX stereo radio. Tinted glass. Steel belted radials.

And one more thing. Toyota's total economy. Here's a car that won't complicate your sportin' life with sports car headaches.

Because it's built to be dependable — one reason Corolla is the world's best selling car.

The Corolla Sports Hardtop. One could fit right into your sportin' life.



First down...

Elias Brothers Restaurants, Inc.
Concession Division
4199 Marcy
Warren, Michigan 48091
(313) 759-6000

CINCINNATI BENGALS

ALPHABETICAL ROSTER

No.	Name	Pos.	Ht.	Wt.	Birthdate	NFL Exp.	College
40	Alexander, Charles	RB	6-1	221	7/28/57	3	Louisiana State
14	Anderson, Ken	QB	6-3	212	2/15/49	11	Augustana, Illinois
84	Bass, Don	WR-TE	6-2	220	3/11/56	4	Houston
10	Breech, Jim	K	5-6	161	4/11/56	3	California
34	Breeden, Louis	CB	5-11	185	10/26/53	4	North Carolina Central
79	Browner, Ross	DE	6-3	261	3/22/54	4	Notre Dame
74	Bujnoch, Glenn	G	6-6	258	12/20/53	6	Texas A&M
67	Burley, Gary	DE	6-3	274	12/8/52	6	Pittsburgh
58	Bush, Blair	C	6-3	252	11/25/56	4	Washington
50	Cameron, Glenn	LB	6-2	228	2/21/53	7	Florida
80	Collinsworth, Cris	WR	6-5	192	1/27/59	R	Florida
85	Curtis, Isaac	WR	6-1	192	10/20/50	9	San Diego State
21	Davis, Oliver	S	6-1	205	8/29/54	5	Tennessee
52	Dinkel, Tom	LB	6-3	237	7/25/56	4	Kansas
73	Edwards, Eddie	DE	6-5	256	4/25/54	5	Miami
49	Frazier, Guy	LB	6-2	215	7/20/59	R	Wyoming
42	Fuller, Mike	S	5-10	182	4/7/53	7	Auburn
45	Griffin, Archie	RB	5-9	184	8/21/54	6	Ohio State
44	Griffin, Ray	CB	5-10	186	6/29/56	4	Ohio State
36	Hargrove, Jim	RB	6-2	228	11/13/57	R	Wake Forest
53	Harris, Bo	LB	6-3	226	1/16/53	7	Louisiana State
83	Harris, M.L.	TE	6-5	238	1/16/54	2	Kansas State
27	Hicks, Bryan	S	6-0	192	1/24/57	2	McNeese State
71	Horn, Rod	NT	6-4	268	11/23/56	2	Nebraska
46	Johnson, Pete	RB	6-0	249	3/2/54	5	Ohio State
26	Kemp, Bobby	S	6-0	186	5/29/59	R	Cal State-Fullerton
86	Kreider, Steve	WR	6-3	192	5/12/58	3	Lehigh
62	Lapham, Dave	G	6-4	262	6/24/52	8	Syracuse
55	LeClair, Jim	LB	6-3	234	10/30/50	10	North Dakota
87	McInally, Pat	P-WR	6-6	212	5/7/53	6	Harvard
65	Montoya, Max	G	6-5	275	5/12/56	3	UCLA
60	Moore, Blake	C-T	6-5	267	5/8/58	2	Wooster
78	Munoz, Anthony	T	6-6	278	8/19/58	2	USC
68	Obrovac, Mike	G	6-6	275	10/11/55	R	Bowling Green
51	Razzano, Rick	LB	5-11	227	11/15/55	2	Virginia Tech
13	Riley, Ken	CB	6-0	183	8/6/47	13	Florida A&M
89	Ross, Dan	TE	6-4	235	2/9/57	3	Northeastern
72	St. Clair, Mike	DE	6-5	254	9/2/53	6	Grambling
15	Schonert, Turk	QB	6-1	185	1/15/57	2	Stanford
25	Simmons, John	CB	5-11	192	12/1/58	R	Southern Methodist
12	Thompson, Jack	QB	6-3	217	5/18/56	3	Washington State
81	Verser, David	WR	6-1	200	3/1/58	R	Kansas
75	Whitley, Wilson	NT	6-3	265	4/28/55	5	Houston
57	Williams, Reggie	LB	6-0	228	9/19/54	6	Dartmouth
77	Wilson, Mike	T	6-5	271	5/28/55	4	Georgia

R—A first-year player who has not previously been in an NFL training camp.

THREE-DEEP LINEUPS

OFFENSE			
WR	**—80 Cris Collinsworth**	81 David Verser	84 Don Bass
LT	**—78 Anthony Munoz**	60 Blake Moore	
LG	**—62 Dave Lapham**	68 Mike Obrovac	74 Glenn Bujnoch
C	**—58 Blair Bush**	60 Blake Moore	
RG	**—65 Max Montoya**	62 Dave Lapham	74 Glenn Bujnoch
RT	**—77 Mike Wilson**	60 Blake Moore	
TE	**—89 Dan Ross**	83 M.L. Harris	84 Don Bass
WR	**—85 Isaac Curtis**	86 Steve Kreider	87 Pat McInally
QB	**—14 Ken Anderson**	12 Jack Thompson	15 Turk Schonert
RB	**—46 Pete Johnson**	36 Jim Hargrove	
RB	**—40 Charles Alexander**	45 Archie Griffin	
DEFENSE			
LE	**—73 Eddie Edwards**	72 Mike St. Clair	67 Gary Burley
NT	**—75 Wilson Whitley**	71 Rod Horn	
RE	**—79 Ross Browner**	67 Gary Burley	
LOLB	**—53 Bo Harris**	49 Guy Frazier	
LILB	**—55 Jim LeClair**	51 Rick Razzano	
RILB	**—50 Glenn Cameron**	51 Rick Razzano	
ROLB	**—57 Reggie Williams**	52 Tom Dinkel	
LCB	**—34 Louis Breeden**	25 John Simmons	
RCB	**—13 Ken Riley**	44 Ray Griffin	
SS	**—26 Bobby Kemp**	21 Oliver Davis	
FS	**—27 Bryan Hicks**	42 Mike Fuller	
SPECIALISTS			
P	**—87 Pat McInally**	15 Turk Schonert	
K	**—10 Jim Breech**		
H	**—86 Steve Kreider**	80 Cris Collinsworth	
PR	**—42 Mike Fuller**	25 John Simmons	
KR	**—81 David Verser**	45 Archie Griffin	
PC	**—58 Blair Bush**	60 Blake Moore	
KC	**—58 Blair Bush**	60 Blake Moore	

Bold Face—Starters

What makes Reggie run in slow motion, high speed or freeze frame?

The Panasonic Omnivision® VHS™ video recorder with wireless remote.

Now you can do what baseball managers have never done—control Reggie Jackson's every move. You can do it with the new Panasonic Omnivision PV-1770 6-hour programmable video recorder. And do it by remote control.

You can make Reggie run fast, slow or stop in his tracks. Because this Omnivision with 4 video heads has Omnifex—special effects that play a picture from as fast as 2 times to as slow as 1/30th normal speed. It'll even show you a freeze frame or one frame at a time.

To give you control over what you see there's Omnisearch. It lets you breeze past the plays that don't interest you to find the exact one that does. And Omnisearch and Omnifex are controlled with the wireless remote, so you'll have Reggie under your thumb.

And for ultimate control, this Omnivision is programmable. It can automatically record 8 different shows over 14 days. You won't miss out on any of the action even when you go out. It also has a 105-channel tuner so you can even record cable programs. However, a cable converter is required for stations scrambled by your cable company.

There's only one thing you'll find uncontrollable: The fun you'll have watching the new Panasonic PV-1770. TV picture simulated.

Panasonic®
just slightly ahead of our time.

You know who the winners are

BENGALS

CINCINNATI OFFENSE

80	Cris Collinsworth	WR
78	Anthony Munoz	LT
62	Dave Lapham	LG
58	Blair Bush	C
65	Max Montoya	RG
77	Mike Wilson	RT
89	Dan Ross	TE
85	Isaac Curtis	WR
14	Ken Anderson	QB
46	Pete Johnson	RB
40	Charles Alexander	RB

CINCINNATI DEFENSE

73	Eddie Edwards	LE
75	Wilson Whitley	NT
79	Ross Browner	RE
53	Bo Harris	LOLB
55	Jim LeClair	LILB
50	Glenn Cameron	RILB
57	Reggie Williams	ROLB
34	Louis Breeden	LCB
13	Ken Riley	RCB
26	Bobby Kemp	SS
27	Bryan Hicks	FS

BENGALS NUMERICAL ROSTER

10	Breech, Jim	K	58	Bush, Blair	C
12	Thompson, Jack	QB	60	Moore, Blake	C-T
13	Riley, Ken	CB	62	Lapham, Dave	G
14	Anderson, Ken	QB	65	Montoya, Max	G
15	Schonert, Turk	QB	67	Burley, Gary	DE
21	Davis, Oliver	S	68	Obrovac, Mike	T
25	Simmons, John	CB	71	Horn, Rod	NT
26	Kemp, Bobby	S	72	St. Clair, Mike	DE
27	Hicks, Bryan	S	73	Edwards, Eddie	DE
34	Breeden, Louis	CB	74	Bujnoch, Glenn	G
36	Hargrove, Jim	RB	75	Whitley, Wilson	NT
40	Alexander, Charles	RB	77	Wilson, Mike	T
42	Fuller, Mike	S	78	Munoz, Anthony	T
44	Griffin, Ray	CB	79	Browner, Ross	DE
45	Griffin, Archie	RB	80	Collinsworth, Cris	WR
46	Johnson, Pete	RB	81	Verser, David	WR
49	Frazier, Guy	LB	83	Harris, M.L.	TE
50	Cameron, Glenn	LB	84	Bass, Don	WR-TE
51	Razzano, Rick	LB	85	Curtis, Isaac	WR
52	Dinkel, Tom	LB	86	Kreider, Steve	WR
53	Harris, Bo	LB	87	McInally, Pat	P-WR
55	LeClair, Jim	LB	89	Ross, Dan	TE
57	Williams, Reggie	LB			

"Coca-Cola" and "Coke" are registered trade-marks wh

. They're the ones with smiles!

h identify the same product of The Coca-Cola Company

49ERS

SAN FRANCISCO OFFENSE

87	Dwight Clark	WR
61	Dan Audick	LT
68	John Ayers	LG
56	Fred Quillan	C
51	Randy Cross	RG
71	Keith Fahnhorst	RT
86	Charle Young	TE
88	Freddie Solomon	WR
16	Joe Montana	QB
49	Earl Cooper	RB
32	Ricky Patton	RB

SAN FRANCISCO DEFENSE

79	Jim Stuckey	LE
78	Archie Reese	NT
76	Dwaine Board	RE
59	Willie Harper	LOLB
64	Jack Reynolds	LILB
54	Craig Puki	RILB
58	Keena Turner	ROLB
42	Ronnie Lott	LCB
21	Eric Wright	RCB
27	Carlton Williamson	SS
22	Dwight Hicks	FS

49ERS NUMERICAL ROSTER

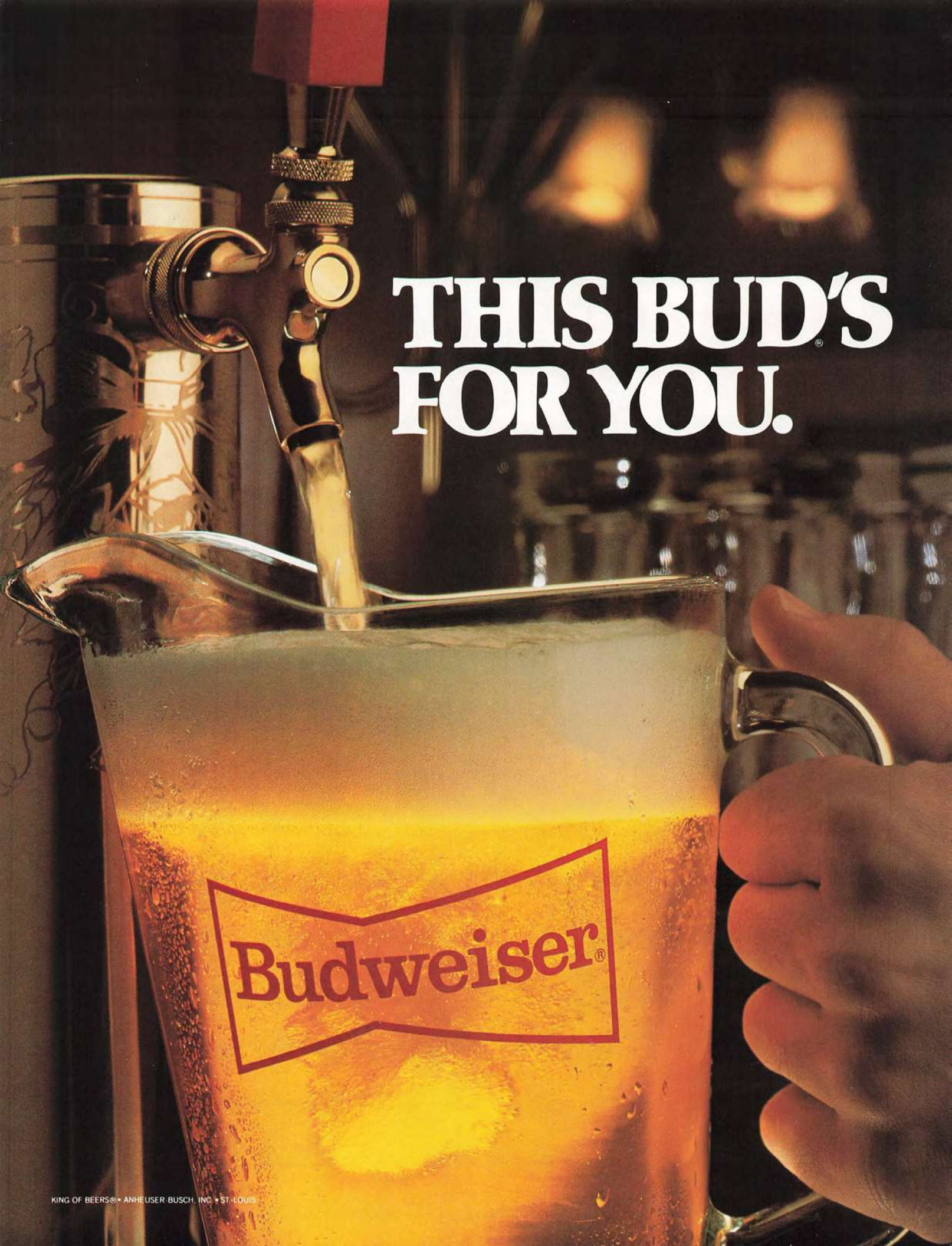
3	Miller, Jim	P	57	Bunz, Dan	LB
7	Benjamin, Guy	QB	58	Turner, Keena	LB
14	Wersching, Ray	K	59	Harper, Willie	LB
16	Montana, Joe	QB	60	Choma, John	G-T
20	Lawrence, Amos	RB	61	Audick, Dan	T
21	Wright, Eric	CB	62	Downing, Walt	C-G
22	Hicks, Dwight	S	64	Reynolds, Jack	LB
24	Gervais, Rick	S	65	Fillers, Lawrence	DE
27	Williamson, Carlton	S	66	Kennedy, Allan	T
28	Thomas, Lynn	CB	68	Ayers, John	G
29	Martin, Saladin	CB	71	Fahnhorst, Keith	T
30	Ring, Bill	RB-KR	74	Dean, Fred	DE
31	Easley, Walt	RB	75	Harty, John	NT
32	Patton, Ricky	RB	76	Board, Dwaine	DE
35	Elliott, Lenvil	RB	78	Reese, Archie	NT
38	Davis, Johnny	RB	79	Stuckey, Jim	DE
42	Lott, Ronnie	CB	80	Ramson, Eason	TE
49	Cooper, Earl	RB	84	Shumann, Mike	WR
51	Cross, Randy	G	85	Wilson, Mike	WR
52	Leopold, Bobby	LB	86	Young, Charle	TE
53	McColl, Milt	LB	87	Clark, Dwight	WR
54	Puki, Craig	LB	88	Solomon, F.	WR-KR
56	Quillan, Fred	C			

OFFICIALS

4	Pat Haggerty	Referee	
7	Al Conway	Umpire	
16	Bob Beeks	Line Judge	
17	Jerry Bergman	Linesman	
20	Bill Swanson	Back Judge	
19	Bob Rice	Side Judge	
6	Don Hakes	Field Judge	

Alternates:

14	Gene Barth
8	Grover Klemmer


THIS BUD'S FOR YOU.
Budweiser®
KING OF BEERS® • ANHEUSER-BUSCH, INC. • ST. LOUIS

SAN FRANCISCO 49ERS

ALPHABETICAL ROSTER

No.	Name	Pos.	Ht.	Wt.	Birthdate	NFL Exp.	College
61	Audick, Dan	T	6-3	253	11/15/54	4	Hawaii
68	Ayers, John	G	6-5	260	4/14/53	5	West Texas State
7	Benjamin, Guy	QB	6-3	210	6/27/55	4	Stanford
76	Board, Dwaine	DE	6-5	250	11/29/56	3	North Carolina A & T
57	Bunz, Dan	LB	6-4	225	10/7/55	4	Long Beach State
60	Choma, John	G-T	6-6	261	2/9/55	1	Virginia
87	Clark, Dwight	WR	6-4	210	1/8/57	3	Clemson
49	Cooper, Earl	RB	6-2	227	9/17/57	2	Rice
51	Cross, Randy	G	6-3	250	4/25/54	6	UCLA
38	Davis, Johnny	RB	6-1	235	7/17/56	4	Alabama
74	Dean, Fred	DE	6-2	230	2/28/52	7	Louisiana Tech
62	Downing, Walt	C-G	6-3	254	6/11/56	4	Michigan
31	Easley, Walt	RB	6-1	226	9/8/57	R	West Virginia
35	Elliott, Lenvil	RB	6-0	210	9/2/51	9	Northeast Missouri State
71	Fahnhorst, Keith	T	6-6	263	2/6/52	8	Minnesota
24	Gervais, Rick	S	5-11	190	11/4/59	R	Stanford
59	Harper, Willie	LB	6-2	215	7/30/50	8	Nebraska
75	Harty, John	NT	6-4	253	12/17/58	R	Iowa
22	Hicks, Dwight	S	6-1	189	4/5/56	3	Michigan
66	Kennedy, Allan	T	6-7	245	1/8/58	R	Washington State
20	Lawrence, Amos	RB	5-10	179	1/9/58	R	North Carolina
52	Leopold, Bobby	LB	6-1	215	10/18/57	2	Notre Dame
42	Lott, Ronnie	CB	6-0	199	5/8/59	R	USC
29	Martin, Saladin	CB	6-1	180	1/17/56	2	San Diego State
53	McColl, Milt	LB	6-6	220	8/28/59	R	Stanford
3	Miller, Jim	P	5-11	183	7/5/57	2	Mississippi
16	Montana, Joe	QB	6-2	200	6/11/56	3	Notre Dame
32	Patton, Ricky	RB	5-11	192	4/6/54	4	Jackson State
65	Pillers, Lawrence	DE	6-4	260	11/4/52	6	Alcorn A&M
54	Puki, Craig	LB	6-1	231	1/18/57	2	Tennessee
56	Quillan, Fred	C	6-5	260	1/27/56	4	Oregon
80	Ramson, Eason	TE	6-2	234	4/30/56	3	Washington State
78	Reese, Archie	NT	6-3	262	2/4/56	4	Clemson
64	Reynolds, Jack	LB	6-1	232	11/22/47	12	Tennessee
30	Ring, Bill	RB-KR	5-10	215	12/13/56	1	Brigham Young
84	Shumann, Mike	WR	6-0	175	10/13/55	4	Florida State
88	Solomon, Freddie	WR-KR	5-11	185	1/11/53	7	Tampa
79	Stuckey, Jim	DE	6-4	251	6/21/58	2	Clemson
28	Thomas, Lynn	CB	5-11	181	7/9/59	R	Pittsburgh
58	Turner, Keena	LB	6-2	219	10/22/58	2	Purdue
14	Wersching, Ray	K	5-11	210	8/21/50	9	California
27	Williamson, Carlton	S	6-0	204	6/12/58	R	Pittsburgh
85	Wilson, Mike	WR	6-3	210	12/19/58	R	Washington State
21	Wright, Eric	CB	6-1	180	4/18/59	R	Missouri
86	Young, Charle	TE	6-4	234	2/5/51	9	USC

R—A first-year player who has not previously been in an NFL training camp.

THREE-DEEP LINEUPS

OFFENSE

WR	**—87 Dwight Clark**	85 Mike Wilson		
LT	**—61 Dan Audick**	66 Allan Kennedy		
LG	**—68 John Ayers**	62 Walt Downing		
C	**—56 Fred Quillan**	62 Walt Downing		
RG	**—51 Randy Cross**	60 John Choma		
RT	**—71 Keith Fahnhorst**	60 John Choma		
TE	**—86 Charle Young**	80 Eason Ramson		
WR	**—88 Freddie Solomon**	84 Mike Shumann		
QB	**—16 Joe Montana**	7 Guy Benjamin		
RB	**—49 Earl Cooper**	38 Johnny Davis	31 Walt Easley	30 Bill Ring
RB	**—32 Ricky Patton**	35 Lenvil Elliott	20 Amos Lawrence	

DEFENSE

LE	**—79 Jim Stuckey**	65 Lawrence Pillers		
NT	**—78 Archie Reese**	75 John Harty		
RE	**—76 Dwaine Board**	74 Fred Dean		
LOLB	**—59 Willie Harper**	53 Milt McColl		
LILB	**—64 Jack Reynolds**	57 Dan Bunz		
RILB	**—54 Craig Puki**	57 Dan Bunz		
ROLB	**—58 Keena Turner**	52 Bobby Leopold	53 Milt McColl	
LCB	**—42 Ronnie Lott**	28 Lynn Thomas		
RCB	**—21 Eric Wright**	29 Saladin Martin		
SS	**—27 Carlton Williamson**	42 Ronnie Lott	24 Rick Gervais	
FS	**—22 Dwight Hicks**	42 Ronnie Lott	24 Rick Gervais	

SPECIALISTS

P	**— 3 Jim Miller**	84 Mike Shumann	
K	**—14 Ray Wersching**		
H	**—16 Joe Montana**	84 Mike Shumann	
PC	**—51 Randy Cross**	56 Fred Quillan	
KC	**—51 Randy Cross**	56 Fred Quillan	
PR	**—88 Freddie Solomon**	22 Dwight Hicks	
KR	**—30 Bill Ring**	85 Mike Wilson	20 Amos Lawrence

Bold Face—Starters

The year of the Century.

Buick Century Official Car of SuperBowl XVI.

1982 Buick Century.

This could be just another year for you. Or, it could be the year of the Century. Especially once you consider the many pleasures our new 1982 Buick Century can bring you season after season.

To begin with, Century is the most aerodynamic Buick ever. In fact, compared to last year, Century uses less fuel to overcome air resistance caused by driving through the blustering winds of fall. And, in winter, its front-wheel drive makes it an ideal ally against the snow.

With a standard 4-cylinder engine—or an available V-6 gasoline or V-6 diesel—Century will splash through spring with impressive mileage. And, its remarkable packaging efficiency means lots of space with less bulk. Enough, in fact, to carry a family of five—with luggage—comfortably through summer.

Considering the pleasure a new Century could bring all year, isn't it worth a trip to your Buick dealer's today?

2.5 Liter L-4	
EST. HWY.	EPA EST. MPG
40	25

3.0 Liter V-6	
EST. HWY.	EPA EST. MPG
33	21

4.3 Liter V-6 Diesel*	
EST. HWY.	EPA EST. MPG
42	28

Use estimated MPG for comparison. Your mileage may differ depending on speed, distance, weather. Actual highway mileage lower. Estimates lower in California. Some Buicks are equipped with engines produced by other GM Divisions, subsidiaries, or affiliated companies worldwide. See your Buick dealer for details.

*Buick projection of 1982 EPA V-6 Diesel estimates. See your dealer for actual EPA estimates.

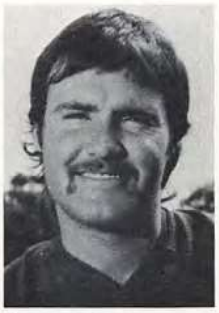
BUICK

Wouldn't you really rather have a Buick?

SAN FRANCISCO 49ERS

E. J. DeBARTOLO, JR.
President

BILL WALSH
Gen. Mgr.-Head Coach



3 JIM MILLER
P 5-11 183 24

7 GUY BENJAMIN
QB 6-3 210 26

14 RAY WERSCHING
K 5-11 210 31

16 JOE MONTANA
QB 6-2 200 25

20 A. LAWRENCE
RB 5-10 179 24

21 ERIC WRIGHT
CB 6-1 180 22

22 DWIGHT HICKS
S 6-1 189 25

24 RICK GERVAIS
S 5-11 190 22

27 C. WILLIAMSON
S 6-0 204 23

28 LYNN THOMAS
CB 5-11 181 22

29 SALADIN MARTIN
CB 6-1 180 26

30 BILL RING
RB-KR 5-10 215 25

31 WALT EASLEY
RB 6-1 226 24

32 RICKY PATTON
RB 5-11 192 27

35 LENVIL ELLIOTT
RB 6-0 210 30

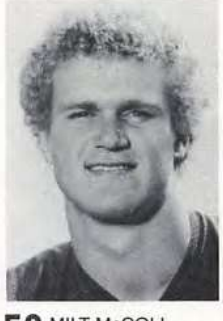
38 JOHNNY DAVIS
RB 6-1 235 25

42 RONNIE LOTT
CB 6-0 199 22

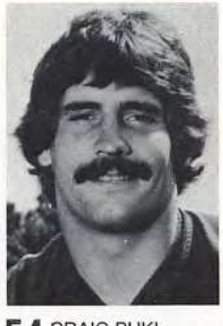
49 EARL COOPER
RB 6-2 227 24

51 RANDY CROSS
G 6-3 250 27

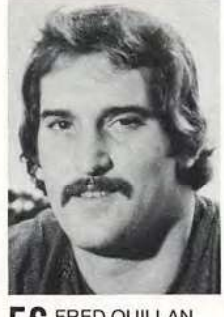
52 BOBBY LEOPOLD
LB 6-1 215 24



53 MILT McCOLL
LB 6-6 220 22



54 CRAIG PUKI
LB 6-1 231 25



56 FRED QUILLAN
C 6-5 260 25

57 DAN BUNZ
LB 6-4 225 26

58 KEENA TURNER
LB 6-2 219 23

59 WILLIE HARPER
LB 6-2 215 31

60 JOHN CHOMA
G-T 6-6 261 26

61 DAN AUDICK
T 6-3 253 27

SAN FRANCISCO 49ERS

62 WALT DOWNING
C-G 6-3 254 25

64 JACK REYNOLDS
LB 6-1 232 34

65 L. PILLERS
DE 6-4 260 29

66 ALLAN KENNEDY
T 6-7 245 24

68 JOHN AYERS
G 6-5 260 28

71 K. FAHNHORST
T 6-6 263 29

74 FRED DEAN
DE 6-2 230 29

75 JOHN HARTY
NT 6-4 253 23

76 DWAINE BOARD
DE 6-5 250 25

78 ARCHIE REESE
NT 6-3 262 25

79 JIM STUCKEY
DE 6-4 251 23

80 EASON RAMSON
TE 6-2 234 25

84 MIKE SHUMANN
WR 6-0 175 26

85 MIKE WILSON
WR 6-3 210 23

86 CHARLE YOUNG
TE 6-4 234 30

87 DWIGHT CLARK
WR 6-4 210 25

88 F. SOLOMON
WR-KR 5-11 185 29

CAS BANASZAK
Assistant Coach

NORB HECKER
Assistant Coach

MILT JACKSON
Assistant Coach

BILLIE MATTHEWS
Assistant Coach

BOBB McKITTRICK
Assistant Coach

BILL McPHERSON
Assistant Coach

RAY RHODES
Assistant Coach

GEORGE SEIFERT
Assistant Coach

CHUCK STUDLEY
Assistant Coach

AL VERMEIL
Assistant Coach

SAM WYCHE
Assistant Coach

TO A BIG CAR, THIS IS A POTHOLE. TO A SMALL CAR, IT'S DISASTER.

PROBLEM: The same old road that seemed smooth in your big car now seems to be bumpy and uncomfortable in your small car. Every tar strip, pothole and crack in the pavement turns a leisurely drive into an endurance test.

SOLUTION: The Monro-Matic.® One of the Monroe® Little Big Shocks.™ It's designed and calibrated to give your small car the right ride and help take the small car bumps out of today's roads and highways.

MONROE LITTLE BIG SHOCKS™

Add a touch of comfort to your small car ride with a set of Monro-Matics. At your Monroe retailer.

Monroe Auto Equipment
Division of Tenneco Automotive

MONROE®
Small Car America Rides Monroe.

EVERY WINNER NEEDS A GREAT LINE.

© Borden Inc 1981

BORDEN®

BORDEN CHEMICAL,
DIVISION OF BORDEN INC

Bobby Layne:
A Leader Then, A Legend Now

The Hall of Fame quarterback who led the Detroit Lions to two NFL titles has a date with an entire city today.

By Mickey Herskowitz

It is the proud boast of Bobby Layne that he has attended six Super Bowl games and never seen a full quarter. His chances of breaking that record at Super Bowl XVI appear excellent, when he returns to the scene of his glory years, to the source of his lasting fame as pro football's original Macho Man. He will be there as a guest of honor; indeed, as the official coin flipper. A provident choice.

When he was leading the Detroit Lions to the last championships they have known, Layne flipped his share of coins and touchdown passes and hundred dollar bills.

He is coming back to Detroit, and he is bringing with him the team nearest his heart, the 1952 Lions, on the thirtieth anniversary of their breakthrough season. The reunion began with a letter from National Football League Commissioner Pete Rozelle inviting Layne to toss the coin for the Super Bowl kickoff.

Of all the words used to describe Bobby Layne, the one most heard is leader.

"I knew George Halas and Red Grange had done it," Layne says, "and Art Rooney and Mrs. [Vince] Lombardi. It was one helluva honor to be in that company. Then I got together with Doak [Walker] and Cloyce Box and the next thing I knew we were having a thirty-year reunion of the 1952 team. You know, we never got a championship ring. I think we got a blanket. Times were pretty tough. So now we're going to get our rings."

Bobby was a blue-eyed, tousled blond, whose talents divided the University of Texas campus nearly in half. They just could not decide if he was a greater football player or baseball player. He led the Longhorns to 28 victories in football. As a pitcher, he was unbeaten in four years of Southwest Conference play.

Even in those relatively innocent amateur days, he could give a bungling teammate a look that could stop Big Ben. But he had a rugged western charm, and a pure heart, and he courted and married a lovely coed named Carol Krueger. Years later, Carol said, "If I am ever reincarnated, I'd like to come back as Bobby's chauffeur. That way I'd get to see all the places he's seen."

There was then, and is now, a separate category for Bobby Layne. Other quarterbacks had a more graceful form, threw longer or prettier passes, were faster or stronger. But none pushed, drove, threatened, scolded, or inspired like Layne. He *led*, as few have ever led.

What Layne did best was win, pure and simple. Well, maybe not always pure and certainly not always simple. He had a parent-child relationship with his offensive line. Lou Creekmur, who was an all-pro tackle for the Lions in the 1950s, remembers how it was:

"If you ever missed a block, Layne made sure everybody knew about it, guys on the field, guys on the bench, everybody in the stadium knew it. He would get the number of the guy who creamed him, figure out who was at fault, and call you right out of the huddle. He'd stand there, raving at you and shaking a finger in your face, and you wanted to punch him. A couple of times we had to grab people to keep 'em from hitting Bobby. But off the field there's nothing he wouldn't do for us. He bought us steaks. He showed us respect, that was the main thing."

No one, however, ever accused Layne of being a diplomat in the huddle. Once, with the Steelers, he exploded at Ed Beatty, his center. "Beatty," he roared, "once, just once, take out your man and we'll all declare a damned holiday."

Layne Continued

Today Bobby winces when such stories are repeated. "I never got on anybody for dropping a pass or getting beat by his man," he says. "Those things happen. What drove me nuts was somebody missing a block or an assignment."

In truth, Bobby was unselfish, unsparing of himself, and almost schoolboyish in his devotion to his teammates.

"We had a team of leaders," he says of the early Lions. "The fellowship between our players was practically legendary. We all thought the same way. You could have all the fun you wanted, but when you went out to play you had to win. We looked forward to practice, we looked forward to games. We even looked forward to training camp. Damn, it was like going on a vacation when we went to training camp. Guys got there early, just to get up there and get their hands on the football. Today that spirit is gone. I think the reason is money."

He reflects on the game today and recalls a meeting the Lions had in 1952 that dealt with some of the major labor issues.

"We met with the owners," he says, "and I believe the topics were who had to buy the shoes, the players or the owners, and if we couldn't have twenty-five dollars a week for laundry money.

"Finally, Night Train Lane stood up in the back of the room and said, 'Am I under the consumption that this is all we're gonna get?' " And that was that.

An era was ending when Bobby Layne began his pro career in 1948. Jet travel, television, and respectability would come in the next decade. By the time he retired in 1962, the boom was just around the corner. He had played 15 seasons; a year each with the Chicago Bears and the New York Bulldogs, then on to 8 years in Detroit, and winding up with 5 years in Pittsburgh.

It would not be stretching the truth to say that Layne was the first pro football player to have a social identity, an image, a personality known and understood by the public. His name and picture appeared in places other than the sports page. Now and then he made the gossip columns, and the pages where items from traffic court were carried. The stories often were unfair to Layne and he resented them, and still does. It was a hard way to make pro football better known, but in the 1950s all ways helped.

Layne was a free spirit, restless and fun-loving. He liked good music, good food, and good company, and he saw his after-dark activities as an extension of his football routine. He led his teammates in both pursuits.

Harley Sewell, an All-America guard from Texas, joined the Lions in 1953 and became a favorite of Layne's. One night in training camp, Bobby barged into Sewell's room just as he was getting undressed for the night.

"Rookie, put on your clothes," said Bobby. "We're going to town. I need some toothpaste." Sewell pleaded that he was ready for bed, but to no avail.

"I went out with Bobby to get some toothpaste," he recalls, "and got to bed three days later."

But Sewell, who became Layne's roommate, also offers a disclaimer: "We had our fun on Monday at the Stadium Bar. But when we were on the road Bobby always was in by bedcheck on Saturday night. We got up at six in the morning and Bobby would order lots of coffee up to the room. Then he had me go over the ready list [of plays]. We already knew it, but that was his way of working off energy."

Doak Walker (left) and Layne: a wondrous pair.

Layne did not work at being colorful or difficult or special, which may explain how he could manage to be all three.

He delighted in making up trick plays and he saved a beauty for the New York Giants, one he was confident would work against the defense they liked to use. He called it the "Wait a Minute" play.

As Layne bent over the center, halfback Tom Tracy suddenly shouted, "Wait a minute!" Without moving from his crouch, Bobby looked around.

"What's the matter?" he called out.

On the word "matter" the center snapped the ball directly to John Henry Johnson, who ran for a touchdown. Unfortunately, an official was faked out by the play and called the Lions offside.

It is fair to conclude that Layne was not the sort who responded well to regimentation. When his sons Rob and Alan were old enough, he brought them to training camp on the theory that the trip would give their mother a rest and teach the boys self-reliance. Probably true on both accounts.

Rob was 8 the first time he joined his father at the Lions' training camp. He palled around with head coach Buddy Parker's son Bobby, who was a year or so older. Although most of the team helped out with baby sitting, the boys were free to roam much of the time.

To this day, Layne connects what he calls the hardest workout of his life with "The Night the Boys Missed Curfew."

"We were getting ready to play the College All-Stars," he said, "and Buddy was worried about it. He told us the only way those college kids could beat us was if we weren't in shape. So he said, 'I'm going to work you.'

"We had a scrimmage on the Saturday before the game, and that night we were supposed to be in at eleven o'clock. We never had a curfew during training camp, but that night we did, on account of the College All-Stars. And Buddy decided to make a bed check.

"The veterans were all on one floor. The rookies were above us, on the third floor, and they were all scared to death and in their rooms. Well, Buddy started to walk down the veterans' hall, and the first five or six rooms he checked were empty. His son and mine shared a room, and when he got to it the door was open. He looked inside, and the kids were gone. Somebody heard Parker cry out, "My God, even the kids aren't in yet!'

"He checked the rest of the floor and there was hardly a room that had someone in it.

"What had happened to the kids was this. Sonny Gandee [an end] had taken them to a drive-in movie, and he was so tired he fell asleep. They didn't have the heart to wake him, so they spent most of the night there.

"We went to breakfast the next morning, and I thought I'd get cute so I lined 'em up and marched 'em out to practice, everybody who had been out the night before. Buddy wasn't amused. We had a lot of college coaches there taking notes."

Addressing the truants, Parker told them they had a choice of paying a fine of one hundred dollars or going through

a special workout. A special workout was one designed to leave every player on his hands and knees. Layne could better afford to pay the fine than the others, but he said he would take the workout. The others went along.

"Well," Bobby went on, "we knew it was going to be rough. There wasn't a football on the field. We ran hundred-yard dashes and played leap frog, where you jumped over each other's butts, and we pushed the blocking sled the length of the field five times, and rolled down to the goal post and back, two hundred yards. Talk about getting sick. Guys were throwing up and getting dizzy and running into fences. And the college coaches are taking notes like mad.

"We'd throw up, turn green, and roll a little further. But we all made it. We all finished the workout. I said, 'Fall in' and started forming a line. Guys were throwing up and falling in. But Buddy came over to me and said, 'If you're feeling so good maybe we ought to start over.' And at the top of my voice, I said, 'FALL OUT.'

"One of the things I remember is that Harley Sewell wasn't one of the guys who missed curfew. But he didn't say anything. Later, Buddy asked him why he went through the workout, and Harley said he didn't want to miss anything."

Parker and Layne had a rare chemistry, and common insights. They were both hard-nosed Texans who saw the game as a contest of wits, as well as brawn.

"Buddy was the smartest coach I was ever around," says Bobby. "He was able to do things with a pencil and paper that people do with computers today. No one was better at grading a film."

The Lions made their move in 1951 finishing second and stirring the city. "Detroit was a baseball town and a hockey town then," says Layne. "They hadn't had a winner for so long — what I call a winner is a championship team and they hadn't had one since 1935. Gordie Howe was coming into his great years with the Red Wings. George Kell and Fred Hutchinson were the stars for the Tigers. We got them excited that year and won it the next."

The 1952 title game turned on one play. From the Lions' 33 yard line, Box lined up wide to the left and ran a deep pattern down the middle. Layne faked a handoff to Pat Harder over left guard and slipped the ball to Walker, heading between the tackle and end on the right side. Walker then cut back to the middle, and the slender Box took out both the cornerback and the safety.

Walker's 67-yard run was his first touchdown of the year, but it gave Detroit a 14-0 lead and set up a 17-7 victory at Cleveland. Suddenly, the Lions were the biggest thing to hit town since General Motors.

But the play involving him that the historians still diagram occurred in the 1953 NFL title game. The Browns led 16-10 on a pair of field goals by Lou Groza. With barely four minutes remaining, Layne did what all great quarterbacks must do: he raced the clock. On fourth down he passed to Jim Doran for 18 yards to the Cleveland 33. Then he called a time out and huddled with

Layne and the Lions: national items in 1954.

© 1954 Time Inc. All rights reserved. Reprinted by permission.

Parker on the sideline.

Doran, who played mostly defense, was in the lineup at tight end for the injured Leon Hart. The Lions had been waiting for this moment all day. Layne trotted back onto the field, looked around at the tense faces waiting for his next words, and said with a grin: "Gimme a little time, boys, and we'll party tonight."

Doran lined up wide, with Box taking the tight end's spot. Box ran an out pattern toward the right sideline, and Layne gave him a look to fake the cornerback. Then he lofted the ball to Doran, streaking downfield, for the touchdown. Walker kicked the winning point.

It was the kind of dramatic, perfect, inside-reasoned play that typified the Lions of that period.

Even the wives got into the spirit of that victory. Recalls Layne: "Chlorophyll was real big that year. You had it in toothpaste, chewing gum, everything. So we had a slogan: 'Chlorophyll will put more sock in your jock.' The day we beat Cleveland in the championship game, all our wives sat up there in the stands, wearing hats that they'd made from jockstraps dyed green. Some tied a bow in 'em, some of them wore them as a band . . . and it was pretty cute."

The Lions missed a third consecutive NFL crown in 1954. In a rematch with Cleveland, the Browns raced in front 21-3 after fifteen minutes and never looked back.

That night following the game, Parker, after a few drinks, went down to the game room in his basement, where a portrait of him hung on the wall. He took out a pocket knife and quietly slashed a cut all the way through the painting.

The 1956 season went down to the twelfth and final game with the title on the line, the Lions against the Bears in Chicago. Layne made a handoff in the second quarter and watched the runner hit the hole. At the same time he was blindsided by Chicago end Ed Meadows and taken out of the game with a broken ankle.

Various Lions spent the rest of the game taking shots at Meadows, and Creekmur was to remember later that he smashed Meadows's jaw in a rematch later. But what shows in the record book is that the Lions lost the conference title by half a game, 38-21.

In a curious and stunning turn of events, Parker and Layne were soon to part company, only to team up again in Pittsburgh.

At a preseason banquet in 1957, Parker shocked everyone by abruptly announcing his resignation.

It developed that Parker had left another championship team behind. The Lions won again, with Parker gone, and with Layne injured part of the season. The new coach was George Wilson. The new quarterback was Tobin Rote.

Parker landed with the Steelers, and in 1958 Layne rejoined him. They had a few more laughs and a few more tears.

At the end of the 1962 season, Parker told Bobby it was time to retire, saying, "I wanted everyone to remember Layne as a great player. It was time to quit, to go out on top."

Said Layne: "I didn't realize it, but I had lost a step. You can throw and you can think and you feel the same, but you can't move. Buddy was afraid I'd get hurt."

When he quit, Layne held the NFL records for passes attempted, completions, yards gained, touchdowns, and interceptions.

NFL Officially Licensed Time Keepers

Your favorite officially licensed NFL timepieces, gift boxed, with a one-year limited warranty.

Marcus Hardy & Hayes
One of America's leading jewelers

Marcus Hardy & Hayes
New Jersey New York Pennsylvania
Call Toll Free (800) 223-1035

Please send me (postpaid)

A. NFL Team Alarm Clock* _____ $24.95
B. Junior Digital Team Watch _____ $24.95
C. Men's Digital Team Watch _____ * _____ $39.95
(*availability limited to only 12 team logos)

Enclosed $ _____ Team Choice _____
Name _____
Address _____
City _____ State _____ Zip _____
Charge ☐ American Express ☐ VISA ☐ MasterCard
Card No: _____
Expires _____

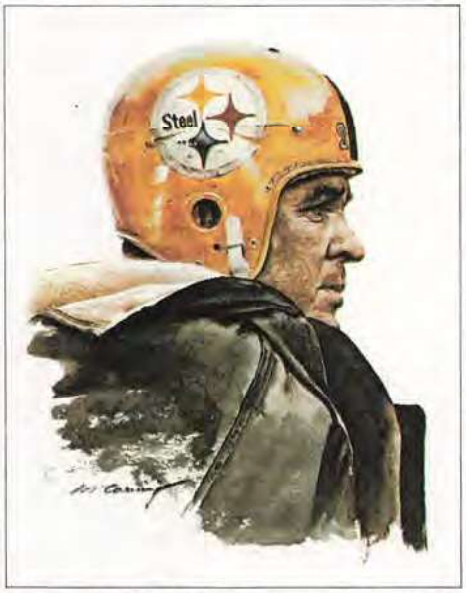
Marcus Hardy & Hayes
P.O. Box 31, Rutherford, New Jersey 07070

NFL Officially Licensed Product

Layne Continued

He was an original, an endangered species, one of the last pro football players to play without a facemask. "I tried every year to wear one," he said. "I wasn't brave. I couldn't get used to it. Bothered my vision. I would have worn it if I could."

Layne has not been on a football field since 1968, when he coached a Texas team of high school all-stars to a fourth straight win over Pennsylvania in what he called the Big 33 game. For his coaching staff, Layne recruited old pals Walker and Sewell. The Texans won by such big scores that they killed off the series, but Layne at last was able to test some of his theories about coaches making the game too complex and keeping play selection to a minimum.



Layne went out the only way he could: on top.

Layne is 55 now, mellow and secure, a man leading the good life — dabbling in oil and gas, running cattle, and holding property. He has good friends to hunt, fish, golf, play dominoes, or ride the rivers with. He is, in his middle years, not entirely at peace with the image he spent those early years acquiring. Mind you, he has no regrets, no apologies to offer, but he allows that if he had it to do over, he "might have done a few things differently."

Mostly he remembers the good and funny times: Jim Hardy renting a plane in 1953 to buzz the practice field, and dropping 144 jockstraps on his teammates; and the coaches getting into an argument over how much Les Bingaman weighed, and taking him to the freight depot to find a scale that went over 300 pounds — "He weighed in at around 349," recalls Layne. "Buddy had guessed he was close to 400, and that hurt Bingo's feelings."

And, yes, there was the time Bobby fought a traffic ticket in court, and beat a drunk driving charge when his lawyer convinced the jury that the arresting officer had mistaken Bobby's Texas drawl for a drunken slur, and the team celebrated the news with a not guilty party. Lions equipment manager Friday Macklem hung a banner that read: "Ah All Ain't Drunk, Ah'm From Texas."

You just know that Bobby will enjoy reading that story again about as much as he would enjoy having "Bingo" step on his big toe. But he says, gamely: "Ol' Friday was a character. It's important to have people around who make you laugh."

That, too, is part of his secret. He has never taken himself as seriously as others have. And he has a sentimental streak not everyone is allowed to see. "I went up to New York a few years ago to be inducted into the College Football Hall of Fame," he remembers. "And I looked around and Bob Smith had come up from Tulsa, and Cloyce Box had showed up from Dallas, and Harley Sewell from Arlington, Texas, and Doak, and Dorne Dibble from Detroit, and I mean just a whole bunch of guys I'd played with. Guys I didn't expect to see. They'd gone there to be with me."

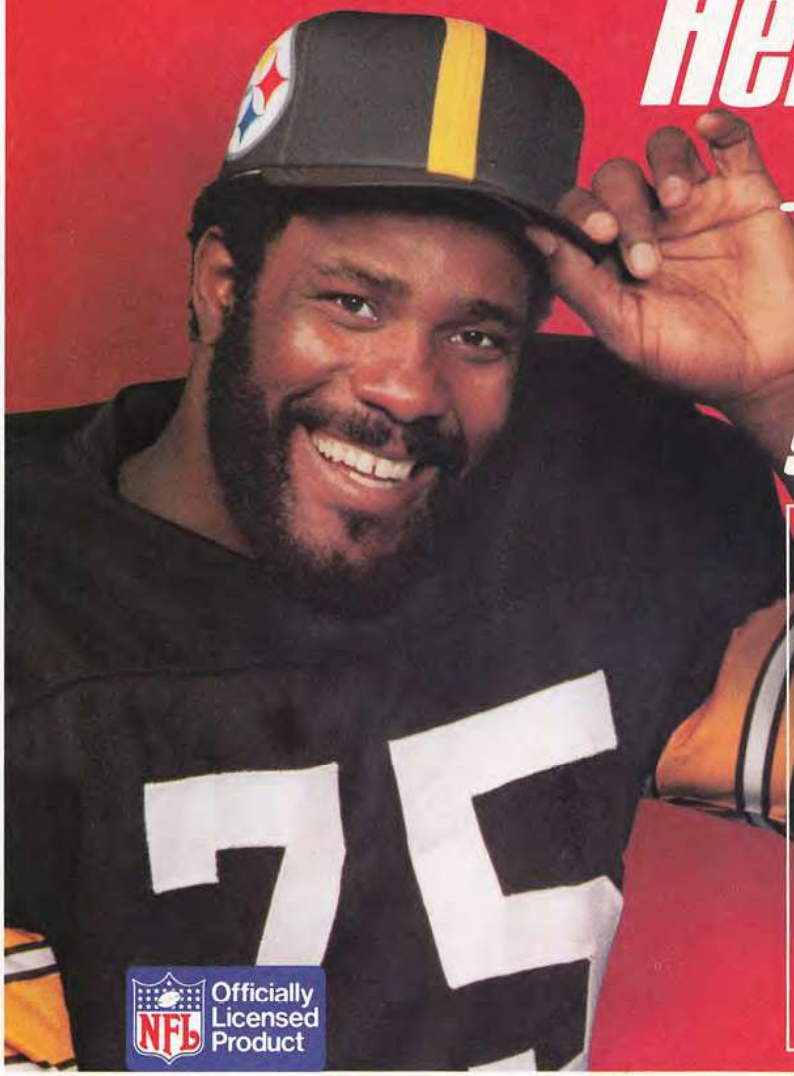
He paused to let that sink in. All these great guys, great football players, taking time out from their busy lives, maybe leaving the wife at home with the kids, or breaking a business date, or putting a cork back in the bottle, to share a memory and a toast with Bobby Layne.

No doubt they will be playing a few bars of the same music at Super Bowl XVI, when the 1952 Detroit Lions celebrate their thirtieth anniversary. "I looked at our team picture the other day," Layne says, "and four of them are gone — Bingaman, Bill Swiacki, Bob Hoernschemeyer, and George Wilson, the coach after Buddy. That's why these reunions are worth making, if you can."

Bobby Layne will flip the coin for the kickoff, and then he will begin his rounds. He has promised to stop by the box of the Commissioner and the chairman of the Michigan Host Committee. He has friends to visit, and fans to humor, and his own restless energy to satisfy.

"I still don't expect to see much of the game," he said. "And I still hate crowds. But this time I guess I can stand it." ■

There is only one HelmetHat™ ...and this is it!



Joe Greene #75

Wear it proudly and show your team spirit.

Authentic reproductions of all 28 official NFL helmet designs.

- Quality workmanship
- Official NFL team colors
- Colors and design dyed-in to last longer
- Fully washable
- Non-breakable visor
- Absorbent sweatband
- Snap-adjustment for proper fit

Order yours today! We'll rush the officially licensed NFL HelmetHat™ to you.

Louisville Manufacturing Co., Inc.
P. O. Box 1436 · Louisville, KY 40201

HelmetHat™ by Louisville

Complete this order form and mail to address above.

Enclosed is $_____ (check or money order) for _____ (qty.) NFL HelmetHats™, @ $9.25 each, includes postage and handling.

Team(s)	Qty.

Also available from stadium concessionaires, leading sporting goods and department stores.

NAME (PLEASE PRINT) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please charge this purchase to: ☐ Mastercard™ ☐ Visa®

Acct. No. ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Allow 4 weeks for delivery.

S2 ☐☐☐☐ MASTERCARD BANK NUMBER CARD EXPIRES ☐☐ ☐☐

SIGNATURE _____

Hours after a Tropicana orange is picked, it's squeezed. That's the simple secret to Tropicana's fresh fresh taste.

Tropicana®

The NFL's circuitry was again rewired during a season that saw logic often best served by hindsight.

The 62nd Year

By Larry Eldridge, Jr.

The moment was fleeting, but at 8:05 P.M. on September 5, 1981, Tampa Bay's Garo Yepremian lifted a kickoff to Minnesota's Keith Nord, inaugurating the National Football League's sixty-second season.

Today, exactly 141 days and an incalculable number of labyrinthine plot twists later, a resolution to the question is at hand.

What *is* the question? You've already guessed it: Who's number one?

Fate, of course, has had its usual say. As for the two champions arrayed in today's winner-take-all contest, destiny was more a matter of choice than chance. Often the 1981 race was survival of the fittest; sometimes it was survival of the most resilient.

Surprises abounded in the AFC this year; new muscles were flexed in Cincinnati, Kansas City, and Miami. (In Denver, Craig Morton flexed a few old muscles, too.) After a groggy start the New York Jets caught fire in midseason. The New England Patriots, facing the same crossroads, took the wrong fork.

And things were different in Oakland for Jim Plunkett and the Raiders. This time, the glass slipper didn't fit: Cinderella was benched.

Unforseen winds blew the balance of power in northern California across the Bay to San Francisco, where the 49ers spent the season rocking the establishment—Atlanta and Los Angeles—in the NFC West.

Not all of the news in the NFC was as startling. The song remained the same in the NFC East, for example, where Dallas and Philadelphia again waged a gritty, two-team struggle for supremacy.

Meanwhile in the NFC Central, Minnesota postured itself in first-place early in the season and dealt with the challenges posed by Detroit and Tampa Bay from familiar high ground.

New faces helped frame the season and two running backs, New Orleans's George Rogers and Kansas City's Joe Delaney, grabbed most of the headlines. Other rookies proved they belonged, including New England running back Anthony Collins, Cincinnati wide receiver Cris Collinsworth, Seattle safety Kenny Easley, Tampa Bay linebacker Hugh Green, New York Giants linebacker Lawrence Taylor, and, incredibly, three-fourths of the 49ers' starting secondary: Ronnie Lott, Carlton Williamson, and Eric Wright.

You didn't have to be a rookie to make the trip from oblivion to the spotlight, though. Denver wide receiver Steve Watson, a third-year free agent with a previously blank resume, proved that by becoming a near permanent fixture in opponent's end zones. And before this season, Detroit quarterback Eric Hipple also could probably have stumped most "What's My Line" panelists.

Some old acquaintances turned up in new uniforms. Ex-Chargers defensive end Fred Dean and ex-Rams linebacker Jack (Hacksaw) Reynolds became 49ers and helped catalyze the renaissance in San Francisco. Another ex-Charger, John Jefferson, provided Green Bay with its second certified all-pro wide receiver (James Lofton being the first).

Many prominent names stayed prominent. Dorsett and Campbell, Fouts and Bartkowski, Carmichael and Pearson, Lambert and Gradishar, to skim the very top, all added new credentials to already full portfolios. The top two rookies in 1980—Detroit's Billy Sims and Buffalo's Joe Cribbs—were no less splendid in 1981. And a pair of quarterbacks who replaced legends—Minnesota's Tommy Kramer and Dallas's Danny White—further enriched their claims to fame.

Kramer and White were part of a surging wave of artful young quarterbacks in the NFL, including San Francisco's Joe Montana, the New York Jets' Richard Todd, Miami's David Woodley, and Tampa Bay's Doug Williams.

But neither had time passed by Cincinnati's 32-year-old Ken Anderson, who enjoyed a vintage season.

This brief review is but a memory teaser. To provide a richer cross section of the NFL's sixty-second season, the following 37 pages chronicle the people and events that have brought us to today's dénouement.

Week One

SEPTEMBER 5: SOME NEW FACES, SOME FAMILIAR RESULTS

For openers, there may be no such thing as a sure thing, but when Tony Dorsett rushes for 100 yards in a Dallas opener, the odds are stacked in the Cowboys' favor.

And, sure enough, in Week One of this new NFL season Dorsett gained 132 yards on just 21 carries to lead Dallas past Washington 26-10.

It was Dorsett's twenty-first 100-yard game in the NFL, and—no coincidence here—the Cowboys won 20 of those games. But even if the Redskins had devised a way to stop Dorsett, it was up against another whammy. The Cowboys' victory was their seventeenth straight win in a season-opening game.

Although Philadelphia doesn't always win its opener, it does seem to have the New York Giants' number. The Eagles' 24-10 victory at Giants Stadium was their twelfth straight over New York. The outcome clearly came as no surprise to Eagles head coach Dick Vermeil. "We have better football players than the Giants, so we should beat them," he reasoned.

Meanwhile in Pittsburgh, the Steelers were busy beating themselves. Pittsburgh's eighth fumble of the afternoon (it lost five) proved a bit too charitable, as Kansas City linebacker Thomas Howard scooped up that gift from Steelers quarterback Terry Bradshaw with 1:59 left in the game and motored 65 yards for a touchdown and the decisive points in the Chiefs' 37-33 victory.

"Without question it was a team effort," deadpanned Steelers head coach Chuck Noll, who was further miffed by two interceptions of Bradshaw and a pair of botched extra point attempts by rookie Dave Trout.

The first Monday night game of the new season, featuring San Diego at Cleveland, figured to be something of an aerial circus. It pitted the Browns' Brian Sipe, the NFL's top-rated passer (and the AFC's most valuable player) in 1980, against the Chargers' own bombardier, Dan Fouts, who passed for an all-time NFL record of 4,715 yards a year ago.

The two quarterbacks didn't disappoint anyone, passing for a combined net total of 705 yards. Sipe launched a staggering total of 57 passes, completing 31 for 375 yards and two touchdowns. He was also intercepted twice. Fouts had more economical statistics, connecting on 19 of 25 passes (including 15 in a row at one point) for 330 yards, three touchdowns, and no interceptions.

But the Chargers dominated the game, winning 44-14, and in the end, the man who undid the Browns was running back Chuck Muncie. The big running back kept Cleveland off balance all evening by tying his career high of 161 yards rushing.

In Denver, the defense may not be called "Orange Crush" anymore, but after the Broncos sacked Oakland quarterback Jim Plunkett five times, forced three fourth-quarter fumbles, and limited the Super Bowl champion Raiders to just 165 yards in total offense in a 9-7 victory, somebody may have to come up with a new nickname... pronto. The Broncos had offensive problems of their own, but Fred Steinfort's 29-yard field goal with 9:31 left in the first half enabled Dan Reeves to chalk up his first win as a head coach in the NFL.

Another rookie head coach who made good in his initial outing was Houston's Ed Biles, who notched victory number one when rookie Willie Tullis raced 95 yards for a touchdown on a kickoff return in the last minute of play to give the Oilers a 27-20 win over the Rams.

Prior to Tullis's heroics, quarterbacks had been the story of the day at Anaheim. On the Houston side, Ken Stabler, who joined the team late in the preseason after an abbreviated retirement, showed few signs of rust as he passed for 192 yards and two touchdowns. Los Angeles's Pat Haden, the Rams' on again-off again starter who inherited the number-one job this year when Vince Ferragamo departed for Canada, also threw two touchdowns. But following his third interception of the game, Haden was benched by Rams head coach Ray Malavasi in favor of inexperienced Jeff Rutledge, who completed the fourth quarter.

The man Ed Biles replaced at Houston, Bum Phillips, had a rougher inaugural with *his* new team, New Orleans. Atlanta quarterback Steve Bartkowski dissected the Saints' defense with three touchdown passes—two to Wallace Francis and one to Alfred Jenkins—as the Falcons prevailed 27-0.

NEWSMAKERS

McMillan

Schonert

Thurman

Rookie fullback **Randy McMillan**, Baltimore's 1981 first-round draft choice from Pittsburgh, introduced himself to the NFL by rushing for 146 yards and scoring two fourth-quarter touchdowns to power the Colts' 29-28 victory over the Patriots. Needing no further introductions were the NFL's top two rookie running backs of 1980: Detroit's **Billy Sims** and Buffalo's **Joe Cribbs**. Sims, who led the NFL with 16 touchdowns a year ago, picked up where he left off in 1980 by scoring twice against the 49ers, including the winning touchdown with 18 seconds left. Cribbs also scored two touchdowns, and gained a game-high 61 yards rushing in the Bills' 31-0 victory over the Jets.

Safety **Dennis Thurman's** 96-yard interception return set up **Rafael Septien's** fourth field goal in Dallas's win over Washington.

Turk Schonert, Cincinnati's third-string quarterback, was pressed into service against Seattle in the first quarter (due to starter Ken Anderson's ineffectiveness and backup Jack Thompson's injury). He completed 9 of 18 passes for 130 yards and rallied the Bengals from a 21-0 deficit to a 27-21 victory.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Baltimore	1	0	0	1.000	29	28
Buffalo	1	0	0	1.000	31	0
Miami	1	0	0	1.000	20	7
New England	0	1	0	.000	28	29
N.Y. Jets	0	1	0	.000	0	31
AFC Central						
Cincinnati	1	0	0	1.000	27	21
Houston	1	0	0	1.000	27	20
Cleveland	0	1	0	.000	14	44
Pittsburgh	0	1	0	.000	33	37
AFC West						
Denver	1	0	0	1.000	9	7
Kansas City	1	0	0	1.000	37	33
San Diego	1	0	0	1.000	44	14
Oakland	0	1	0	.000	7	9
Seattle	0	1	0	.000	21	27
NFC East						
Dallas	1	0	0	1.000	26	10
Philadelphia	1	0	0	1.000	24	10
N.Y. Giants	0	1	0	.000	10	24
St. Louis	0	1	0	.000	7	20
Washington	0	1	0	.000	10	26
NFC Central						
Detroit	1	0	0	1.000	24	17
Green Bay	1	0	0	1.000	16	9
Tampa Bay	1	0	0	1.000	21	13
Chicago	0	1	0	.000	9	16
Minnesota	0	1	0	.000	13	21
NFC West						
Atlanta	1	0	0	1.000	27	0
Los Angeles	0	1	0	.000	20	27
New Orleans	0	1	0	.000	0	27
San Francisco	0	1	0	.000	17	24

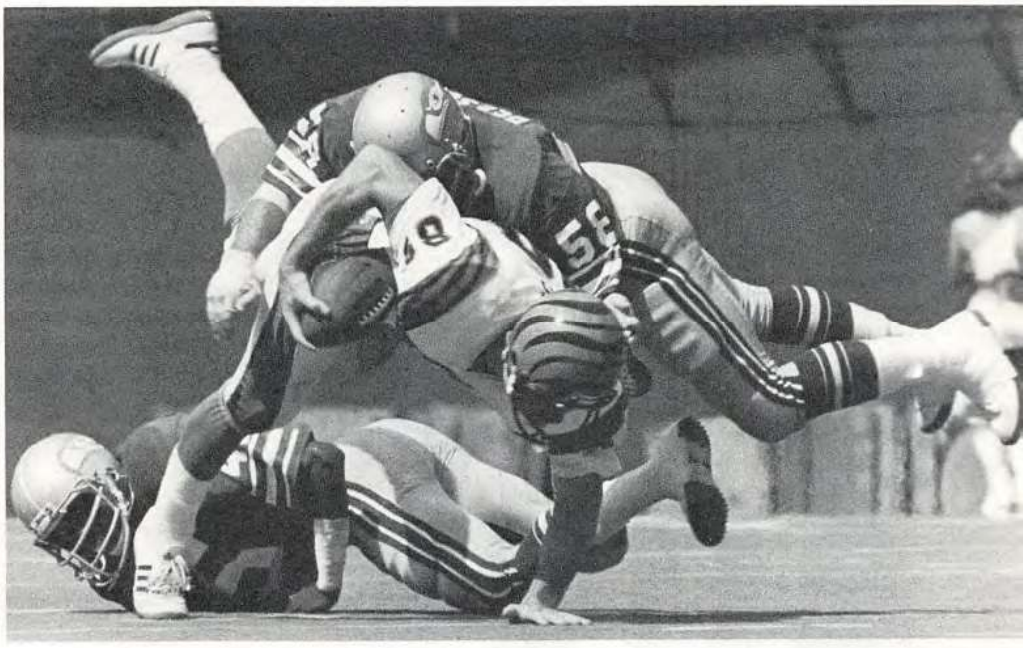
SCORES

American Football Conference
Baltimore 29, New England 28
Buffalo 31, New York Jets 0
Cincinnati 27, Seattle 21
Denver 9, Oakland 7
Kansas City 37, Pittsburgh 33
San Diego 44, Cleveland 14

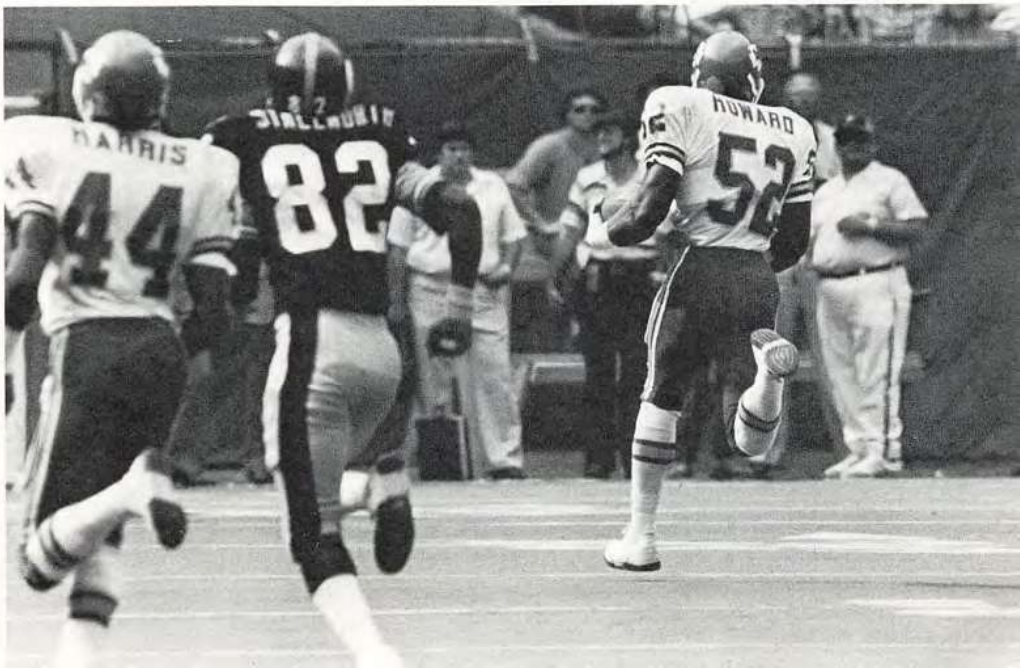
National Football Conference
Atlanta 27, New Orleans 0
Dallas 26, Washington 10
Detroit 24, San Francisco 17
Green Bay 16, Chicago 9
Philadelphia 24, New York Giants 10
Tampa Bay 21, Minnesota 13

Interconference Games
Houston 27, Los Angeles 20
Miami 20, St. Louis 7
AFC, 2 victories; NFC, 0 victories

► Clockwise from top: *After a handoff from Jim Plunkett, Oakland's Kenny King is about to meet Denver linebacker Randy Gradishar (53, right) head-on. The Broncos rule the day 9-7. Cincinnati tight end Dan Ross is leveled by a flying Seahawk, linebacker Terry Beeson, in the Bengals' 27-21 victory. Thomas Howard's 65-yard touchdown return of a recovered fumbled late in the game gives Kansas City a 37-33 victory over Pittsburgh. Baltimore defensive backs Nesby Glasgow and Derrick Hatchett (rear) squeeze New England wide receiver Harold Jackson; Colts squeeze by the Patriots 29-28. Running back Chuck Muncie's impressive form (161 yards rushing) highlights the Chargers' 44-14 victory over the Browns.*



GLASGOW
25


HARRIS
44
82
HOWARD
52

Week Two

SEPTEMBER 10: RUNNING ON EMPTY: NEVER A GOOD IDEA

Are running attacks in the NFL headed for the endangered species list?

Perhaps it simply was a byproduct of a whole lot of passing going on again, or the result of some penurious defenses, but 11 NFL teams failed to gain even 100 yards on the ground this week. Not coincidentally, 7 of those 11 teams also failed to win.

And for those who favor the pass, be advised that 11 of the 14 teams that outrushed their opponents this week *were* winners.

In the NFC Central, alas, there were no winners. The five teams in the erstwhile "Black and Blue" division all lost to clubs from either the AFC West or the NFC West.

Tampa Bay's running game definitely was AWOL in its contest with Kansas City. The Buccaneers netted a mere 12 yards on 23 carries (an average of just over one-half yard per carry, if you're counting) and lost 19-10 to the surprising Chiefs, who have jumped out to a 2-0 start.

Oakland, despite giving up 124 yards on 11 penalties, buried Minnesota's running game (42 yards on 19 attempts) and breezed to a 36-10 Monday night victory.

One NFC Central team, Detroit, outrushed its opponent by 121 yards (178-57), controlled the ball for nearly two-thirds of the game, and still lost, 28-23 to San Diego. The Chargers did their customary damage in the air (310 yards passing) and won the see-saw battle when running back John Cappelletti scored on a two-yard run with just 56 seconds left to play.

Chicago, meanwhile, was being victimized by the hot hand of San Francisco quarterback Joe Montana, who passed for 287 yards and three touchdowns in the 49ers' 28-17 win.

But the unhappiest of all the NFC Central teams was Green Bay. In front of a temporarily delirious Lambeau Field crowd, the Packers dominated Atlanta for three quarters, building a 17-0 lead on two touchdown passes by quarterback Lynn Dickey and a 44-yard field goal by Jan Stenerud.

But in one four-minute and 24-second tidal wave midway through the fourth quarter, the Falcons erupted for 24 points and wound up beating the stunned Packers 31-17.

The play that galvanized the Falcons—it came shortly after a 32-yard field goal by rookie Mick Luckhurst—was a 53-yard punt return to the Green Bay 2 yard line by the smallest man in the NFL—5-foot 4-inch, 168-pound Reggie Smith. His return set up Atlanta's first touchdown (a two-yard run by William Andrews). In short order, quarterback Steve Bartkowski, playing with a painful set of bruised ribs, tossed a 30-yard touchdown pass to Alfred Jenkins, and linebacker Fulton Kuykendall scored on a 20-yard interception return. Suddenly it was 24-17. The Falcons added a late insurance touchdown. And the Packers never did get the license plate of the truck.

Miami may have raised a few eyebrows by dismantling the once-mighty Pittsburgh Steelers so convincingly (30-10) in a Thursday night game. The victory kept the Dolphins' perfect 1981 record intact.

Pittsburgh fans probably didn't find much solace in Steelers head coach Chuck Noll's postgame assessment, either. "We have no excuses," he said. "They had a total team victory and impressed me very much. We really couldn't do anything against them."

Miami head coach Don Shula said, "I told the squad, 'I can't tell you how proud I am.' So they asked me, 'Why can't you?' So I said, 'I'm proud of you.' "

Equally proud, no doubt, were the more than 1,000 Bum Phillips admirers who traveled to New Orleans for the Saints-Rams game on a chartered AMTRAK train that originated in Nederland, Texas, where Phillips began his coaching career at Nederland High School.

After the Saints' 27-0 loss to the Falcons in their opener in Week One, Phillips was asked if he would try anything different against the Rams. "Yeah," Phillips drawled, "we're going to try to score."

The Saints did that—and more. Rookie running back George Rogers, Phillips's Heisman Trophy-winning prize from the 1981 college draft, solved an unusually pliant Los Angeles defense for a club-record 162 yards rushing and one touchdown.

With Rogers acting as catalyst and backup quarterback Bobby Scott filling in respectably for Archie Manning (who left early in the first quarter with a hamstring injury), the Saints beat the Rams 23-17.

NEWSMAKERS

Hardman

Lowery

Payton

Kansas City placekicker **Nick Lowery** hit four consecutive field goals (20, 20, 42, and 41 yards) in the Chiefs' 19-10 victory over Tampa Bay. The right foot of another placekicker, Houston's **Toni Fritsch**, was the difference in the Oilers' game with the Browns. Fritsch kicked three field goals to account for all of the Oilers' points in their 9-3 win.

Minnesota's **Eddie Payton**, Walter's little (5 feet 6 inches, 179 pounds) big brother (Eddie, 30, is three years older), returned an Oakland kickoff 99 yards for the Vikings' only touchdown in a 36-10 loss to the Raiders. In the same game, Oakland defensive end **Cedrick Hardman** scored the first touchdown of his 12-year NFL career when he returned a fumble 52 yards.

Safety **Rod Kush** helped key Buffalo's swarming defense, which sacked Baltimore quarterback **Bert Jones** five times, as the Bills overwhelmed the Colts 35-3.

Quarterback **Jim Zorn,** with 199 yards passing, helped Seattle end an eight-game regular season losing streak at the Kingdome as the Seahawks beat Denver 13-10.

STANDINGS

AFC East	W	L	T	Pct	Pts.	OP
Buffalo	2	0	0	1.000	66	3
Miami	2	0	0	1.000	50	17
Baltimore	1	1	0	.500	32	63
New England	0	2	0	.000	31	42
N.Y. Jets	0	2	0	.000	30	62
AFC Central						
Cincinnati	2	0	0	1.000	58	51
Houston	2	0	0	1.000	36	23
Cleveland	0	2	0	.000	17	53
Pittsburgh	0	2	0	.000	43	67
AFC West						
Kansas City	2	0	0	1.000	56	43
San Diego	2	0	0	1.000	72	37
Denver	1	1	0	.500	19	20
Oakland	1	1	0	.500	43	19
Seattle	1	1	0	.500	34	37
NFC East						
Dallas	2	0	0	1.000	56	27
Philadelphia	2	0	0	1.000	37	13
N.Y. Giants	1	1	0	.500	27	31
St. Louis	0	2	0	.000	24	50
Washington	0	2	0	.000	17	43
NFC Central						
Detroit	1	1	0	.500	47	45
Green Bay	1	1	0	.500	33	40
Tampa Bay	1	1	0	.500	31	32
Chicago	0	2	0	.000	26	44
Minnesota	0	2	0	.000	23	57
NFC West						
Atlanta	2	0	0	1.000	58	17
New Orleans	1	1	0	.500	23	44
San Francisco	1	1	0	.500	45	41
Los Angeles	0	2	0	.000	37	50

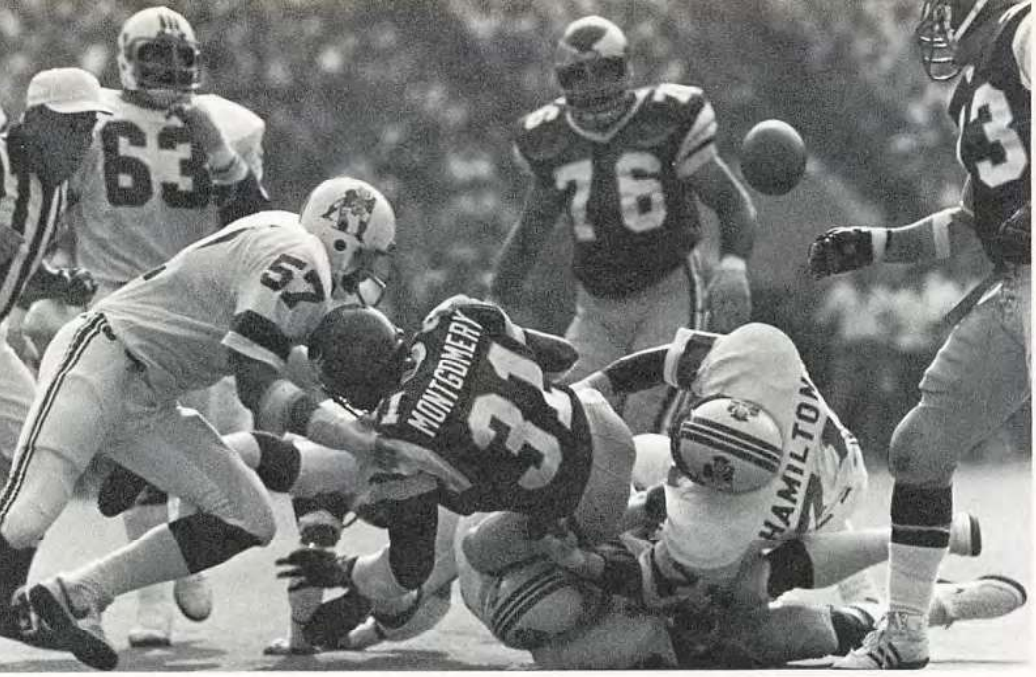
SCORES

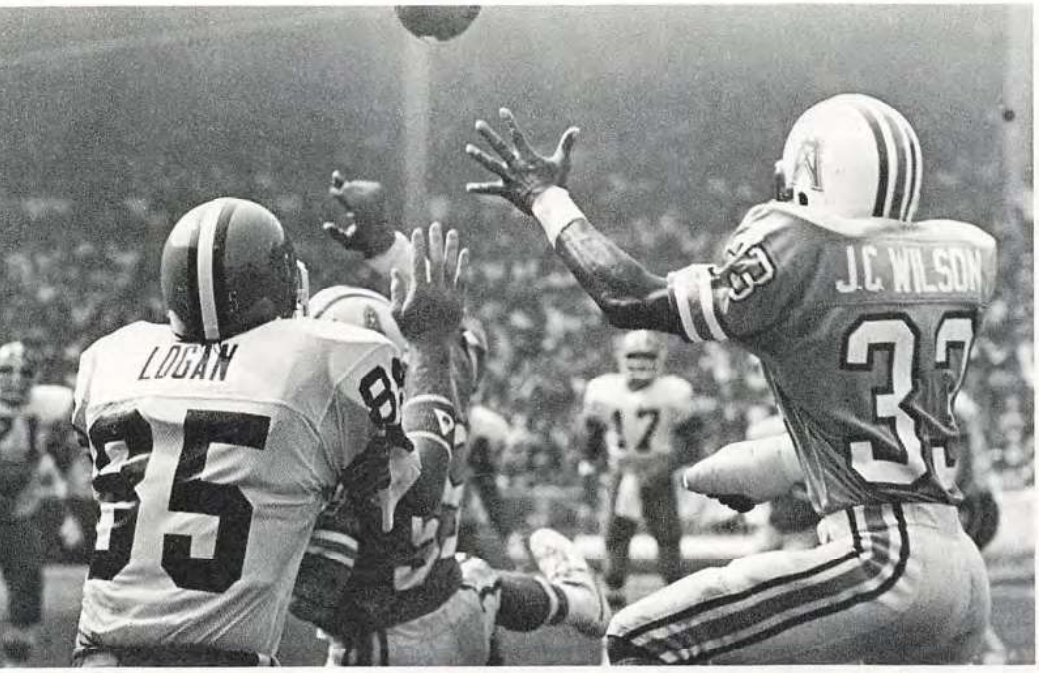
American Football Conference
Buffalo 35, Baltimore 3
Cincinnati 31, New York Jets 30
Houston 9, Cleveland 3
Miami 30, Pittsburgh 10
Seattle 13, Denver 10

National Football Conference
Atlanta 31, Green Bay 17
Dallas 30, St. Louis 17
New Orleans 23, Los Angeles 17
New York Giants 17, Washington 7
San Francisco 28, Chicago 17

Interconference Games
Kansas City 19, Tampa Bay 10
Oakland 36, Minnesota 10
Philadelphia 13, New England 3
San Diego 28, Detroit 23
AFC, 5 victories; NFC, 1 victory

► Clockwise from top left: *Despite Wilbert Montgomery's fumble here, Philadelphia holds on to a 13-3 victory over New England. Rookie Tommy Vigorito returns a punt 87 yards for a touchdown in the Dolphins' victory over the Steelers. Reggie Smith's 53-yard punt return brings Green Bay linebacker Cliff Lewis—and the rest of the Packers' defense—to their knees in the Falcons' come-from behind 31-17 victory. Wide receiver Dwight Scales clutches a reception in San Diego's 28-23 victory over Detroit. Denver guard Tom Glassic is caught holding Manu Tuiasosopo in Seattle's 13-10 victory. Houston cornerback J.C. Wilson and the ball arrive simultaneously; wide receiver Dave Logan—and the Browns—come up empty against the Oilers.*


63
MONTGOMERY
HAMILTON


LOGAN
35
J.C. WILSON
33

56

MERTON
2
62

Week Three

SEPTEMBER 17: DEFENSES MAKE THEIR POINTS

You've heard it before: The best offense is a good defense. Believe it.

Kansas City, San Francisco, and Washington—victims of offensive defenses this week—all do.

Winless Washington was done in by a St. Louis strategy forged more by necessity than design, but effective nonetheless.

With wide receivers Mel Gray and Pat Tilley sidelined by injuries, Cardinals head coach Jim Hanifan assigned double duty to safety Roy Green. Green responded to his first NFL start on offense with four receptions for 115 yards, including a 58-yard touchdown catch, in the Cardinals' 40-30 victory.

Green also played in the secondary and intercepted a pass by Joe Theismann to achieve the rare double of a touchdown reception and an interception in the same game.

"He can blow by people," Hanifan said of his new discovery. "I'm going to keep him going both ways."

Kansas City lost for the first time, due in part to a presumably unrehearsed play involving San Diego's Linden King, Leroy Jones, and Gary Johnson.

With the Chargers leading 35-31 and 1:53 left to play, linebacker King deflected a pass by Chiefs quarterback Bill Kenney into the hands of Jones at the Kansas City 10. The 6-foot 8-inch, 260-pound defensive end struggled to the 5, then lateraled to defensive tackle Johnson, who lumbered into the end zone for the game's final touchdown.

Jones later admitted that the lateral wasn't entirely an act of charity.

"One [Chiefs player] had my leg and one had my shirt," he explained. "Gary was yelling at me to throw it to him. I hated to do it. I hated to give it up. It was a big sacrifice to make, but I gave it up."

A more conventional, but no less exciting, defensive score was contributed by Atlanta safety Tom Pridemore, who returned an interception 101 yards for a touchdown in the Falcons' 34-17 victory over the 49ers.

Extra tackling practice may become routine for the *offenses* of Atlanta's opponents. Pridemore's touchdown was the fourth scored by the Falcons' defense this year.

Form prevailed at the top of the NFC East, as Dallas and Philadelphia each won at the expense of teams from the AFC East.

In Buffalo Thursday night, quarterback Ron Jaworski tossed two scoring passes—the first touchdowns allowed by Buffalo this year—and Tony Franklin added a pair of field goals as the Eagles handed the Bills their first 1981 loss, 20-14.

The Cowboys kept pace with the 3-0 Eagles, thanks to an impressive 35-21 victory over New England on Monday night. Quarterback Danny White was at his pinpoint best, completing 24 of 34 passes for 218 yards and two touchdowns.

In the AFC Central, running back Mike Pruitt ignored a damaged hamstring to spark Cleveland past Cincinnati 20-17.

After sitting out most of the game, Pruitt replaced his backup, Cleo Miller (who had gained 97 yards rushing before injuring an ankle), late in the fourth quarter. Pruitt became the main man in a 77-yard scoring drive by the Browns. He caught two passes for 19 yards, carried seven times for 50 yards, and scored on a 12-yard run for the eventual winning points.

There was a return to normalcy at Three Rivers Stadium. The Steelers revived a potent blend of rushing, passing, and defense to overwhelm the Jets 38-10 for their first victory.

The Steelers piled up 566 yards in total offense—the second highest total they've amassed since Chuck Noll became coach in 1969.

Minnesota quarterback Tommy Kramer, who missed the Vikings' first two games with a knee injury, returned to the lineup and passed for 333 yards and two touchdowns as Minnesota defeated Detroit 26-24.

Kramer marched the Vikings 81 yards in the final two minutes to set up Rick Danmeier's decisive 20-yard field goal with just four seconds left to play.

"Our coaches told us before the game that they [the Lions] know something is going to happen to them—and then it does," said tight end Joe Senser, who caught one of Kramer's two touchdown passes.

"A book could be written on the way the Vikings beat Detroit," mourned Lions defensive end Al (Bubba) Baker. "But I sure don't want to read it."

NEWSMAKERS

Baumhower

Danelo

Morton

Tony Dorsett was the week's top rusher with 162 yards in Dallas's win over New England. Other 100-yard rushers included Philadelphia's **Wilbert Montgomery** (125), Baltimore's **Curtis Dickey** (115), Tampa Bay's **Jerry Eckwood** (114), Detroit's **Billy Sims** (112), Los Angeles's **Wendell Tyler** (108), Washington's **Wilbur Jackson** (104), and Pittsburgh's **Russell Davis** (100).

Quarterback **Phil Simms** (28 completions in 41 attempts for 324 yards) and kicker **Joe Danelo** (a club record 55-yard field goal) helped the Giants defeat the Saints 20-7.

Washington's **Joe Theismann** had his biggest pro passing day (25 of 37 for 388 yards and four touchdowns) in the Redskins' loss to the Cardinals. **Craig Morton** became the fifteenth NFL quarterback to pass for more than 25,000 yards and also threw four touchdown passes—three to wide receiver **Steve Watson**—in Denver's 28-10 win over Baltimore.

Defensive tackle **Bob Baumhower** sacked Houston quarterback Ken Stabler four times in Miami's 16-10 victory over the Oilers.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	3	0	0	1.000	66	27
Buffalo	2	1	0	.667	80	23
Baltimore	1	2	0	.333	42	91
New England	0	3	0	.000	52	77
N.Y. Jets	0	3	0	.000	40	100
AFC Central						
Cincinnati	2	1	0	.667	75	71
Houston	2	1	0	.667	46	39
Cleveland	1	2	0	.333	37	70
Pittsburgh	1	2	0	.333	81	77
AFC West						
San Diego	3	0	0	1.000	114	68
Denver	2	1	0	.667	47	30
Kansas City	2	1	0	.667	87	85
Oakland	2	1	0	.667	63	29
Seattle	1	2	0	.333	44	57
NFC East						
Dallas	3	0	0	1.000	91	48
Philadelphia	3	0	0	1.000	57	27
N.Y. Giants	2	1	0	.667	47	38
St. Louis	1	2	0	.333	64	80
Washington	0	3	0	.000	47	83
NFC Central						
Chicago	1	2	0	.333	54	61
Detroit	1	2	0	.333	71	71
Green Bay	1	2	0	.333	56	75
Minnesota	1	2	0	.333	49	81
Tampa Bay	1	2	0	.333	48	60
NFC West						
Atlanta	3	0	0	1.000	92	34
Los Angeles	1	2	0	.333	72	73
New Orleans	1	2	0	.333	30	64
San Francisco	1	2	0	.333	62	75

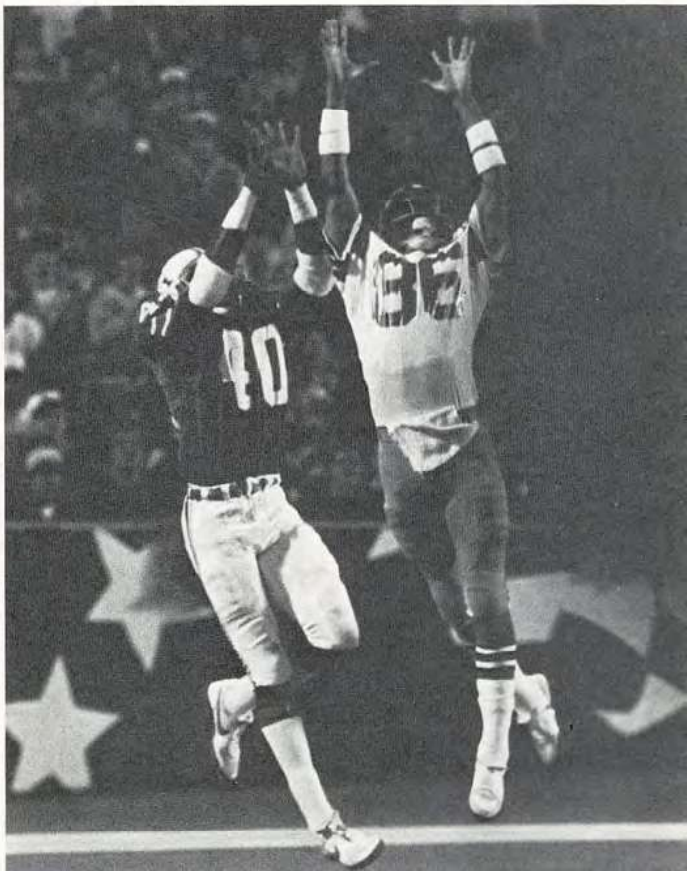
SCORES

American Football Conference
Cleveland 20, Cincinnati 17
Denver 28, Baltimore 10
Miami 16, Houston 10
Oakland 20, Seattle 10
Pittsburgh 38, New York Jets 10
San Diego 42, Kansas City 31

National Football Conference
Atlanta 34, San Francisco 17
Chicago 28, Tampa Bay 17
Los Angeles 35, Green Bay 23
Minnesota 26, Detroit 24
New York Giants 20, New Orleans 7
St. Louis 40, Washington 30

Interconference Games
Dallas 35, New England 21
Philadelphia 20, Buffalo 14
AFC, 5 victories; NFC, 3 victories

► Clockwise from top left: *Denver wide receiver Steve Watson holds the second of his three touchdown passes from quarterback Craig Morton in the Broncos' 28-10 victory over Baltimore. Despite being wrapped up by Houston safety Vernon Perry, Miami tight end Bruce Hardy makes the catch and the Dolphins defeat the Oilers 16-10. Philadelphia linebacker Jerry Robinson supplants Buffalo fullback Curtis Brown; the Eagles win the interconference battle of unbeatens 20-14. New England cornerback Mike Haynes goes upstairs with Butch Johnson, but the Dallas wide receiver turns the play into a touchdown as the Cowboys defeat the Patriots 35-21. Chicago's Walter Payton hurdles strewn bodies as the Bears hurdle Tampa Bay 28-17.*



Week Four

SEPTEMBER 27: OVERTIME: EXTRA CHANCE...OR EXTRA ROPE

To borrow a phrase, one team's meat is another team's poison.

Pittsburgh's *meat* this week was an overtime period against New England; please pardon the Patriots for avoiding additional helpings.

Quarterback Terry Bradshaw's 24-yard touchdown pass to Lynn Swann just 3:19 into the overtime gave Pittsburgh a 27-21 victory and doomed the Patriots to their fifth overtime loss in as many tries. Conversely, the Steelers' record in overtime games improved to 4-0-1.

More important — and surprising — New England was left as the only winless team in the AFC. Pittsburgh moved into a three-way tie behind Cincinnati for second place in the AFC Central.

An extra quarter proved equally profitable for the Bengals, who defeated Buffalo 27-24 when Jim Breech kicked a 28-yard field goal with 5:27 left in the extra period.

Cincinnati quarterback Ken Anderson had been battling for his starting job and hearing boos in recent weeks. He responded with some vintage Anderson, passing for 328 yards and three touchdowns against the Bills.

The Jets prevented a three-game sweep of AFC East teams by opponents from the AFC Central as they surprised the Oilers 33-17 for their first 1981 victory.

A swarming defense led by defensive end Mark Gastineau sacked Houston quarterback Ken Stabler seven times and intercepted him twice. Jets quarterback Richard Todd, who also had heard boos this year, had his finest game of the young season: 25 completions in 39 attempts for 312 yards and three touchdowns, including two to Wesley Walker.

In a head-to-head confrontation between AFC East teams, unbeaten Miami withstood rally after rally by a suddenly explosive Baltimore offense to outlast the Colts 31-28. Uwe von Schamann's 27-yard field goal with 1:02 left decided the outcome.

Last year the Cleveland Browns were dubbed the Kardiac Kids because of their go-for-broke passing offense and their penchant for pulling out games in the closing minutes. This week, however, Cleveland eschewed fourth-quarter heroics in favor of straight-ahead, ball-control football and handed Atlanta its first loss, 28-17.

Mike Pruitt (98 yards rushing) and Charles White (72 yards) provided consistently strong running, and quarterback Brian Sipe threw two touchdown passes against the Falcons' injury-thinned defense.

Sipe seemed neither surprised nor disappointed that the Browns didn't require any last-second miracles to win.

"I don't believe in that Cinderella stuff," he said. "I just believe in beating who shows up on Sunday."

On a Sunday filled with surprising scores, perhaps the most surprising was Denver 42, San Diego 24.

Considering the Broncos' success against the Chargers at Mile High Stadium, where the game was played, the outcome probably shouldn't have been that startling. Denver is 10-1-1 at home against San Diego since 1969.

With 38-year-old Craig Morton completing 17 of 18 passes, including four for touchdowns, the Broncos at one point held a 35-0 lead. That was too deep a hole for the Chargers to climb (or pass) out of, and they lost for the first time this year.

The biggest surprise in Detroit's 16-0 victory over Oakland was the Raiders' goose egg; not since 1966 had Oakland failed to score in a game.

"They [the Raiders] play dinosaur football—three and four yards a try—so we knew we had to be ready for them to come at us," said Detroit defensive tackle Doug English.

The Lions were ready, all right. Oakland managed just 131 yards in total offense.

All-pro wide receiver John Jefferson, signed by the Packers earlier in the week after being acquired from San Diego in a trade, caught seven passes for 121 yards in his debut for Green Bay against Minnesota. But the Vikings' defense sacked Packers quarterbacks Lynn Dickey and David Whitehurst eight times as Minnesota evened its record at 2-2 with a 30-13 victory.

"If we keep playing like this," said defensive end Doug Martin, who recorded three of the Vikings' sacks, "they'll call us the Purple People Eaters again."

NEWSMAKERS

Giammona

Lott

Watson

Wide receiver **Steve Watson,** a third-year free agent from Temple, caught eight passes for 178 yards and two touchdowns in Denver's win over San Diego. Watson, who hadn't scored a touchdown in either of his first two NFL seasons, caught three touchdown passes last week.

Detroit's **Billy Sims** was the week's top rusher, with 133 yards and one touchdown on 21 carries.

In the Rams' 24-7 victory over the Bears, safety **Johnnie Johnson** recovered two fumbles, defensive end **Jack Youngblood** had three sacks, and **LeRoy Irvin** returned a punt 55 yards for a touchdown—the first time in 20 years the Rams had scored on a punt return.

Louie Giammona, subbing for the injured Wilbert Montgomery, scored a pair of touchdowns to help Philadelphia defeat Washington 36-13.

Rookie cornerback **Ronnie Lott,** San Francisco's number-one draft choice from USC, returned his first NFL interception 26 yards for a touchdown in the 49ers' 21-14 victory over New Orleans.

Seattle quarterback **Jim Zorn** completed a club-record 31 passes in a 20-14 loss to Kansas City.

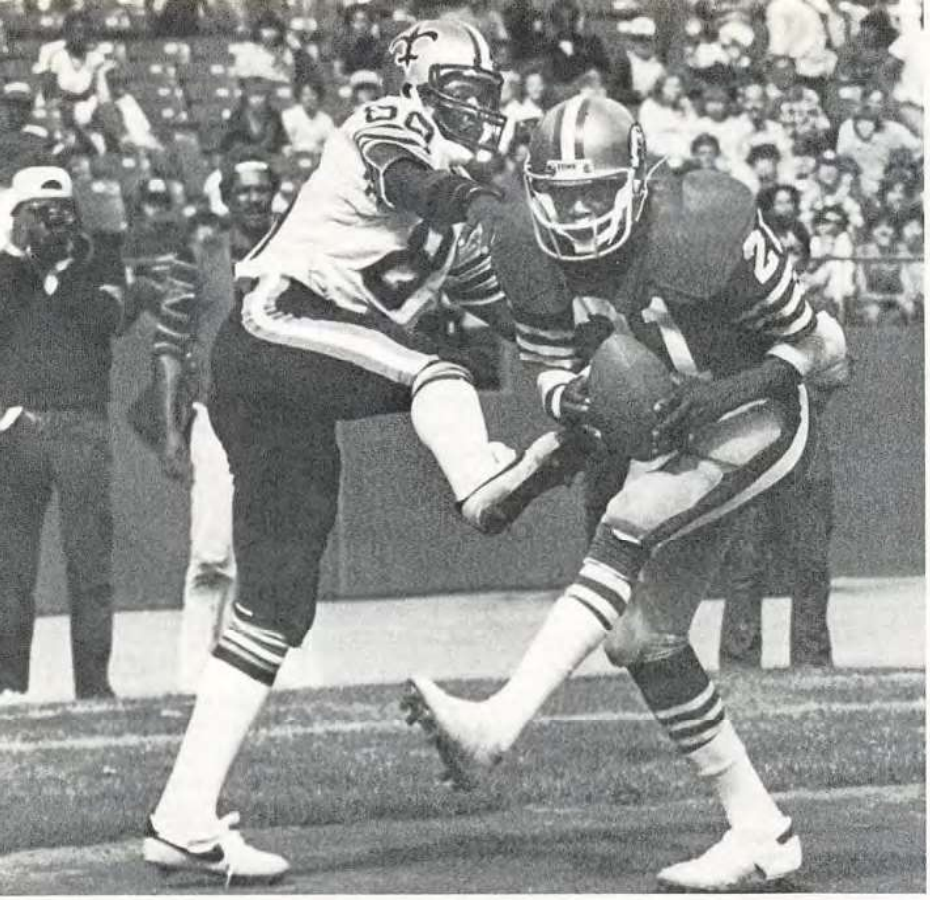
STANDINGS

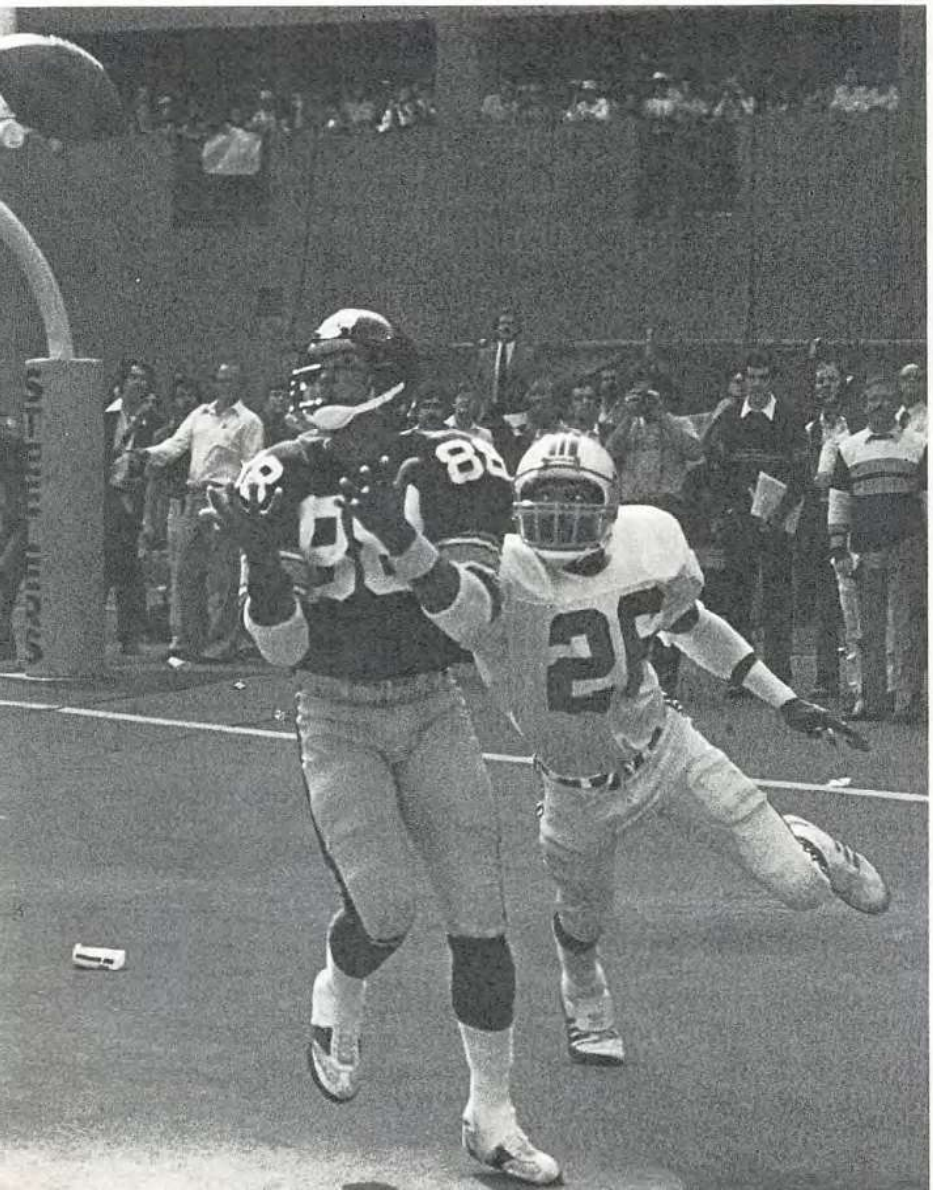
AFC East	W	L	T	Pct.	Pts.	OP
Miami	4	0	0	1.000	97	55
Buffalo	2	2	0	.500	104	50
Baltimore	1	3	0	.250	70	122
N.Y. Jets	1	3	0	.250	73	117
New England	0	4	0	.000	73	104
AFC Central						
Cincinnati	3	1	0	.750	102	95
Cleveland	2	2	0	.500	65	87
Houston	2	2	0	.500	63	72
Pittsburgh	2	2	0	.500	108	98
AFC West						
Kansas City	3	1	0	.750	107	99
San Diego	3	1	0	.750	138	110
Denver	3	1	0	.750	89	54
Oakland	2	2	0	.500	63	45
Seattle	1	3	0	.250	58	77
NFC East						
Dallas	4	0	0	1.000	109	58
Philadelphia	4	0	0	1.000	93	40
N.Y. Giants	2	2	0	.500	57	56
St. Louis	1	3	0	.250	74	100
Washington	0	4	0	.000	60	119
NFC Central						
Detroit	2	2	0	.500	87	71
Minnesota	2	2	0	.500	79	94
Tampa Bay	2	2	0	.500	68	70
Chicago	1	3	0	.250	61	85
Green Bay	1	3	0	.250	69	105
NFC West						
Atlanta	3	1	0	.750	109	62
Los Angeles	2	2	0	.500	96	80
San Francisco	2	2	0	.500	83	89
New Orleans	1	3	0	.250	44	85

SCORES

American Football Conference
Cincinnati 27, Buffalo 24, overtime
Denver 42, San Diego 24
Kansas City 20, Seattle 14
Miami 31, Baltimore 28
New York Jets 33, Houston 17
Pittsburgh 27, New England 21, overtime
National Football Conference
Dallas 18, New York Giants 10
Los Angeles 24, Chicago 7
Minnesota 30, Green Bay 13
Philadelphia 36, Washington 13
San Francisco 21, New Orleans 14
Tampa Bay 20, St. Louis 10
Interconference Games
Cleveland 28, Atlanta 17
Detroit 16, Oakland 0
AFC, 6 victories; NFC, 4 victories

▶ Clockwise, from top left: *Rookie cornerback Eric Wright intercepts a pass intended for the Saints' Gordon Jones to help preserve the 49ers' 21-14 victory. Linebacker Lance Mehl's fumble recovery is wiped out by a penalty; the Jets recover three other Houston fumbles and win 33-17. With John Matuszak bearing down from behind, Detroit running back Billy Sims looks for a block from teammate Keith Dorney. The Lions shut down the Raiders 16-0. Cincinnati placekicker Jim Breech (10) and holder Steve Kreider celebrate Breech's 28-yard, game winning field goal in overtime against Buffalo. Lynn Swann beats New England's Ray Clayborn in the end zone—also in overtime—for a 24-yard touchdown catch; Steelers prevail 27-21.*





RINGTHEBELL.TV on Archive.org

Week Five

OCTOBER 4: A PATH LESS TRAVELED BY

Two seasons ago, after failing in tryouts with Detroit and Philadelphia, Dwight Hicks was busy pursuing life as a manager of a health food store in Southfield, Michigan (a suburb of Detroit).

But in late October, 1979, the former Michigan co-captain signed as a free agent with the San Francisco 49ers. He became a starter at free safety in 1980. This year, playing alongside three rookies (cornerbacks Ronnie Lott and Eric Wright and strong safety Carlton Williamson), he has emerged as the elder statesman of the 49ers' secondary.

In San Francisco's 30-17 victory over Washington this week, Hicks was busy leading by experience and example—despite his own tender age of 25. He accumulated 184 yards and 12 points by returning a fumble 80 yards and an interception 32 yards for touchdowns, as well as running back another interception 72 yards.

After stumbling to an 0-2 start, to the accompaniment of harsh reviews by the Los Angeles press and boos from their fans, the Rams won their third straight game. They dominated Cleveland on both sides of the ball in the 27-16 victory, thereby moving into a three way first-place tie with the Falcons and 49ers in the NFC West.

Beleaguered quarterback Pat Haden, the target of much of the haranguing, played a flawless game for Los Angeles. He completed 21 of 31 passes (with no interceptions) for 205 yards and one touchdown, and for the moment extinguished rumors that the recently-signed Dan Pastorini would take away his job.

"We don't *practice* playing with our backs to the wall," said defensive tackle Larry Brooks, "but maybe it takes criticism to get us going."

Neil O'Donoghue, whose 37-yard field goal with 23 seconds left gave St. Louis a 20-17 victory over Dallas, may have iced the game, but it was seemingly ageless quarterback Jim Hart who drove the Cardinals 63 yards in the closing minutes to set up the field goal.

"The thing that hurt us was Hart's ability to cut us up like a surgeon," said Dallas safety Charlie Waters. "He knew exactly what he wanted to do. It seemed almost like he'd rather have it that way than be twenty points ahead."

The Cowboys' first loss dropped them a game behind NFC East leader Philadelphia, which remained the NFL's only unbeaten and untied team by defeating Atlanta 16-13 in a duel of forbidding defenses.

Miami also remained unbeaten but picked up a slight blemish by tying the New York Jets 28-28. After losing to the Jets six straight times, Dolphins head coach Don Shula managed to joke that the tie at least was "a step in the right direction."

This week, the Houston Oilers were busy. They (1) traded starting running back Rob Carpenter to the New York Giants; (2) returned to the I-formation and replaced Carpenter with Tim Wilson, the blocking back who helped clear the way for Earl Campbell's three NFL rushing titles; and (3) defeated Cincinnati 17-10.

Oh yes, Campbell rushed for 182 yards—his season high after three consecutive sub-100-yard games—and helped restore life to the Houston offense, which entered the game with the worst statistics in the NFL.

"The guy [Wilson] is invaluable to me," Campbell said. "He does a great job. I'd give him a B-plus."

One of the teams in the Denver-Oakland game looked like a Super Bowl contender, but it wasn't the defending NFL champion Raiders, who were defeated 17-0.

"We're playing like we did in 1977 [when Denver went to Super Bowl XII], but maybe even better, because the offense has been doing so well," said Denver free safety Steve Foley, who had one of the Broncos' four fumble recoveries.

It was the second shutout in a row for the suddenly punchless Raiders, who hadn't experienced a similar drought since 1961.

"I've got to play better," said quarterback Jim Plunkett, Oakland's Super Bowl hero of a year ago. "My job is to get us into the end zone, and I'm not doing it."

While Oakland slipped to fourth place in the AFC West, Denver's win kept the Broncos in a first-place tie with San Diego (a 24-10 victory over Seattle).

And, after four frustrating losses, New England finally had something to celebrate: a 33-17 victory over Kansas City.

NEWSMAKERS

Brown

Cribbs

Roaches

Tampa Bay safety **Cedric Brown's** two interceptions set up two of quarterback **Doug Williams's** four touchdown passes in a 28-10 victory over Detroit. Buccaneers linebacker **Cecil Johnson** also intercepted two passes.

Quarterback **Dan Fouts** set a San Diego single-game record with 30 completions (in 41 attempts) and passed for 302 yards and three touchdowns.

Joe Cribbs rushed for a season-high 159 yards in the Bills' 23-17 victory over the Colts.

Houston's **Carl Roaches** returned a kickoff 96 yards for a touchdown in a victory over Cincinnati.

Miami wide receiver **Nat Moore** caught seven passes for 210 yards—a club record—and two touchdowns in Miami's 28-28 tie with the New York Jets. **Wesley Walker** had eight receptions for 112 yards and also had a pair of touchdown catches for the Jets.

Wide receiver **John Stallworth** caught eight passes for a career-high 158 yards to help the Steelers beat the Saints 20-6.

Tony Franklin kicked three field goals (34, 36, and 43 yards) in Philadelphia's victory over Atlanta.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	4	0	1	.900	125	83
Buffalo	3	2	0	.600	127	67
N.Y. Jets	1	3	1	.300	101	145
Baltimore	1	4	0	.200	87	145
New England	1	4	0	.200	106	121
AFC Central						
Cincinnati	3	2	0	.600	112	112
Houston	3	2	0	.600	80	82
Pittsburgh	3	2	0	.600	128	104
Cleveland	2	3	0	.400	81	114
AFC West						
Denver	4	1	0	.800	106	54
San Diego	4	1	0	.800	162	120
Kansas City	3	2	0	.600	124	132
Oakland	2	3	0	.400	63	62
Seattle	1	4	0	.200	68	101
NFC East						
Philadelphia	5	0	0	1.000	109	53
Dallas	4	1	0	.800	126	78
N.Y. Giants	2	3	0	.400	71	83
St. Louis	2	3	0	.400	94	117
Washington	0	5	0	.000	77	149
NFC Central						
Minnesota	3	2	0	.600	103	115
Tampa Bay	3	2	0	.600	96	80
Detroit	2	3	0	.400	97	99
Green Bay	2	3	0	.400	96	119
Chicago	1	4	0	.200	82	109
NFC West						
Atlanta	3	2	0	.600	122	78
Los Angeles	3	2	0	.600	123	96
San Francisco	3	2	0	.600	113	106
New Orleans	1	4	0	.200	50	105

SCORES

American Football Conference
Buffalo 23, Baltimore 17
Denver 17, Oakland 0
Houston 17, Cincinnati 10
Miami 28, New York Jets 28, overtime
New England 33, Kansas City 17
San Diego 24, Seattle 10

National Football Conference
Green Bay 27, New York Giants 14
Minnesota 24, Chicago 21
Philadelphia 16, Atlanta 13
St. Louis 20, Dallas 17
San Francisco 30, Washington 17
Tampa Bay 28, Detroit 10

Interconference Games
Los Angeles 27, Cleveland 16
Pittsburgh 20, New Orleans 6
AFC, 7 victories; NFC, 5 victories

► Clockwise,from top left: *Green Bay's Harlan Huckleby leaps over a pyramid of bodies in the Packers' 27-14 victory over the New York Giants. Cornerback Gary Green sets for impact with New England running back Mosi Tatupu, but the Patriots solve the Chiefs' defense often enough to win their first game of the year, 33-17. Miami wide receiver Nat Moore looks for a way around cornerback Donald Dykes, but the Dolphins can't get past the New York Jets and have to settle for a 28-28 tie. Oakland quarterback Jim Plunkett is hunted down by Denver's Rulon Jones, and the Broncos stop the Raiders 17-0. Cornerback Roynell Young breaks up a pass intended for Atlanta wide receiver Wallace Francis; the Eagles' defense prevails in a 16-13 victory.*

Week Six

OCTOBER 11: TALES OF THE UNEXPECTED

San Francisco 45, Dallas 14. Kansas City 27, Oakland 0.

The question is, which score was more surprising?

Taken by itself, the 49ers' imposing victory over the Cowboys may have edged the Kansas City-Oakland result as this week's most unexpected news. But the Raiders' shutout loss—their third consecutive game without a point—was hardly less bewildering.

San Francisco's outpouring of points ironically occurred one year after the 49ers had been dealt a humiliating 59-14 loss by the Cowboys. And Tom Landry wasn't too pleased. This year, that is.

"We played like we were in a fog out there," said the Cowboys' head coach. "Our offense played badly, our defense, our kicking, even our coaching, I guess. I can't explain it."

One explanation was a wound-up San Francisco defense, which uncoiled enough to choke off the Cowboys' offense, limiting NFL rushing leader Tony Dorsett to 21 yards on nine carries.

Oakland, meanwhile, could find no heroes in the most recent installment of a continuing nightmare. The Raiders' stale offense (79 yards rushing, 230 yards in total offense) not only left the team mired in fourth place in the AFC West with a 2-4 record, but also earned them the dubious distinction of becoming the first post-World War II team, since the 1943 Brooklyn Dodgers, to suffer three consecutive shutouts.

"There's a problem when you can't get the ball into the end zone three weeks in a row," said Al Davis, Oakland's managing general partner. "We just can't let it continue."

Frank Corral's 25-yard field goal with 24 seconds left to play clinched a 37-35 victory for Los Angeles in its showdown with Atlanta. The win kept the resurgent Rams, who have won four straight, in a first-place tie with the 49ers in the NFL West.

Chargers quarterback Dan Fouts, who passed for 310 yards and two touchdowns, and the Vikings' Tommy Kramer, even more impressive with 444 yards passing and four touchdowns, regaled the crowd at San Diego Jack Murphy Stadium with a lively passing duel. But it was another placekicker—Minnesota's Rick Danmeier—who decided the fray by kicking a 38-yard field goal as time ran out to give his team a 33-31 victory.

San Diego's loss allowed Denver, which defeated Detroit 27-21, to move into sole possession of first place in the AFC West. The Broncos received another efficient performance from quarterback Craig Morton (13 of 18 for 283 yards and three touchdowns).

Buffalo had little trouble with previously undefeated Miami, posting a 31-21 victory on Monday night.

The final score was deceptively closer than the game. With quarterback Joe Ferguson establishing an early upbeat tempo (he finished with 338 yards passing and three touchdowns), the Bills roared to a 31-7 halftime lead before easing up a bit in the second half.

Cleveland head coach Sam Rutigliano was in a slightly sour mood after the Browns lost to Pittsburgh for the twelfth straight time at Three Rivers Stadium, this time by a 13-7 score. But he refused to blame any jinx for Cleveland's problems in Pittsburgh.

"Jinx? Save it for Halloween," Rutigliano said. "Get a costume and go trick-or-treat. There's no such thing [jinx]. Just good football teams who play well."

The Steelers, seemingly stable after a shaky start this season, remained tied with Cincinnati (41-19 winners over Baltimore) and Houston (35-17 victors over Seattle) in first place in the AFC Central.

Three touchdown passes by quarterback Phil Simms, along with some hard running (103 yards) by Rob Carpenter (just acquired in a trade with Houston) helped the New York Giants defeat St. Louis 34-14.

"I was running behind a pretty good offensive line," Carpenter said. "It was the first time in two years that a line has given me the time to make a cut behind the line of scrimmage."

Six weeks later than they would have preferred, the Washington Redskins finally gave head coach Joe Gibbs his first NFL victory. Running back John Riggins rushed for 126 yards and two touchdowns in a 24-7 decision over Chicago.

NEWSMAKERS

Delaney

LeCount

Ray

Houston's **Earl Campbell** was the top rusher of the week with 186 yards and two touchdowns in a 35-17 victory over Seattle. Detroit's **Billy Sims** also had a big week, rushing for a career-high 185 yards and a pair of touchdowns in the Lions' 27-21 loss to Denver. Rookie running back **Joe Delaney** complemented a 106-yard rushing day with three receptions for 104 more yards in Kansas City's victory over Oakland.

Minnesota wide receiver **Terry LeCount** caught six passes for 120 yards and two touchdowns and also recovered his fourth onside kick in the past two years to set up the winning field goal in the Vikings' victory at San Diego.

LeRoy Irvin of Los Angeles returned two punts for touchdowns (on runs of 75 and 84 yards) and set an NFL record for most punt return yards in a single game (207) in the Rams' win over Atlanta.

Safety **Darrol Ray** returned an interception 43 yards for a touchdown and cornerback **Johnny Lynn** saved the New York Jets' 28-24 victory over New England with an interception at the goal line in the game's final minute.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	4	1	1	.750	146	114
Buffalo	4	2	0	.667	158	88
N.Y. Jets	2	3	1	.417	129	169
Baltimore	1	5	0	.167	106	186
New England	1	5	0	.167	130	149
AFC Central						
Cincinnati	4	2	0	.667	153	131
Houston	4	2	0	.667	115	99
Pittsburgh	4	2	0	.667	141	111
Cleveland	2	4	0	.333	88	127
AFC West						
Denver	5	1	0	.833	133	75
Kansas City	4	2	0	.667	151	132
San Diego	4	2	0	.667	193	153
Oakland	2	4	0	.333	63	89
Seattle	1	5	0	.167	85	136
NFC East						
Philadelphia	6	0	0	1.000	140	67
Dallas	4	2	0	.667	140	123
N.Y. Giants	3	3	0	.500	105	97
St. Louis	2	4	0	.333	108	151
Washington	1	5	0	.167	101	156
NFC Central						
Minnesota	4	2	0	.667	136	146
Tampa Bay	4	2	0	.667	117	90
Detroit	2	4	0	.333	118	126
Green Bay	2	4	0	.333	106	140
Chicago	1	5	0	.167	89	133
NFC West						
Los Angeles	4	2	0	.667	160	131
San Francisco	4	2	0	.667	157	120
Atlanta	3	3	0	.500	157	115
New Orleans	1	5	0	.167	64	136

SCORES

American Football Conference
Buffalo 31, Miami 21
Cincinnati 41, Baltimore 19
Houston 35, Seattle 17
Kansas City 27, Oakland 0
New York Jets 28, New England 24
Pittsburgh 13, Cleveland 7

National Football Conference
Los Angeles 37, Atlanta 35
New York Giants 34, St. Louis 14
Philadelphia 31, New Orleans 14
San Francisco 45, Dallas 14
Tampa Bay 21, Green Bay 10
Washington 24, Chicago 7

Interconference Games
Denver 27, Detroit 21
Minnesota 33, San Diego 31

AFC 8 victories; NFC, 6 victories

► Clockwise from top left: *Linebacker Charles Baker attacks New York Giants quarterback Phil Simms from the rear; the Giants are up front with St. Louis 34-14. New York Jets defensive back Darrol Ray separates New England wide receiver Stanley Morgan from the ball in a 28-24 victory over the Patriots. Ray returned an interception 43 yards for the game-winning score. Buffalo wide receiver Jerry Butler makes one of his two touchdown catches in the Bills' win over Miami. A pair of Jacks—Ham (59), Lambert (58)—close in on Cleveland's Mike Pruitt; Pittsburgh closes down the Browns 13-7. Adding insult to injury, 49ers cornerback Ronnie Lott returns an interception 41 yards for a touchdown in San Francisco's 45-14 rout of Dallas.*

Week Seven

OCTOBER 18: NOBODY'S PERFECT

Philadelphia held out the longest, but this week the Eagles joined the ranks of the beaten by losing to the Minnesota Vikings.

"We hoped to go 16-0," said Philadelphia quarterback Ron Jaworski, "but we also have to be realistic."

Realism, in the Vikings' 35-23 victory, came in the form of four Philadelphia turnovers (two fumbles and two interceptions) and four touchdown passes by Vikings quarterback Tommy Kramer.

"There's not another offense like this [Minnesota's] in the NFL," said Eagles linebacker Frank LeMaster. "They used the two-minute offense the whole game."

After two consecutive defeats Dallas righted itself with a 29-17 victory over Los Angeles and shaved a game off Philadelphia's lead in the NFC East.

It also was a good week for New York's teams. The Giants enjoyed a robust 32-0 victory over Seattle while the Jets, who lost their first three games of the season, improved to 3-3-1 by defeating Buffalo 33-14.

At the Kingdome, Joe Danelo set a club record by kicking six field goals, including one from 54 yards, and New York's defense shut out its first opponent since 1978. More significantly, the Giants, now 4-3, equaled their entire victory output of 1980.

"It's a great victory for us," said head coach Ray Perkins. "We've won two in a row, and that's a sign this team is maturing to the point of being able to do it week after week."

Revenge was the operative word at Shea Stadium, where the Jets atoned for an embarrassing 31-0 defeat in their 1981 opener against the Bills.

"They beat us twice last year," said Jets wide receiver Bobby Jones, "and then we went up there for the first game this year and they demoralized us. We felt we had something to prove."

Jones provided the game's key play when he picked up teammate Mike Augustyniak's fumble and raced 61 yards for a touchdown to give the Jets a 27-14 lead late in the third quarter.

After three weeks of offensive futility (i.e., three shutout losses), Oakland managed three field goals (by Chris Bahr), a touchdown, and a safety in an 18-16 win over Tampa Bay this week. But the Raiders' first victory in nearly a month wasn't secure until linebacker Ted Hendricks blocked his second kick of the game—a 30-yard field goal attempt with eight seconds left.

"We like adversity," said four-time all-pro guard Gene Upshaw, who was benched against the Buccaneers along with quarterback Jim Plunkett. "We seem to thrive on it. A little bit of adversity is part of the Raiders' tradition."

Kansas City's 28-14 victory over Denver, combined with San Diego's 43-14 win at Baltimore, created a three-way tie for first place in the AFC West among the Broncos, Chargers, and Chiefs—now all 5-2.

After studying game films of the previous week's Denver-Detroit game, in which Lions running back Billy Sims rushed for 185 yards, Kansas City rookie Joe Delaney demonstrated the value of doing one's homework.

Delaney gained 149 yards against the Broncos—82 on one touchdown run—and then paid an ironic compliment to the Denver defense.

"I've never seen a defense that pursued that quickly," he said. "They get to the hole almost as quickly as you do. But Billy [Sims] kept cutting back on them and they couldn't control him.

"Billy's a great runner. I don't compare myself with Billy Sims. But I figure if Billy could find the crease, so could I."

Convincing. Complete. Absolute. Total. Pick your own adjective—they all applied to Cincinnati's 34-7 victory over Pittsburgh, which moved the 5-2 Bengals into sole possession of first place in the AFC Central.

Quarterback Ken Anderson passed for 346 yards and two touchdowns and the Bengals' defense immobilized the NFL's top-ranked offense, limiting Pittsburgh to just 210 total yards.

"I can't ever remember playing in a game like this in my life where we were so totally dominated," said Steelers quarterback Terry Bradshaw.

"The Bengals were even more aggressive than us at the introductions," added Pittsburgh head coach Chuck Noll. "They outplayed us a thousand percent."

NEWSMAKERS

Dorsett

Ferguson

Hipple

Second-year quarterback **Eric Hipple**, starting his first NFL game, had a memorable debut. Detroit's 1980 fourth-round draft choice from Utah State completed 14 of 25 passes for 336 yards, threw four touchdown passes, and ran for two other scores to personally account for three-fourths of the Lions' points in a 48-17 victory over the Bears. **Steve Grogan**, reinstated as New England's starting quarterback, rushed for one touchdown and passed for two others in the Patriots' 38-10 victory over Houston.

Rookie defensive tackle **Keith Ferguson** had three quarterback sacks for the Chargers in their 43-14 victory over the Colts.

Dallas's **Tony Dorsett** regained the NFC rushing lead with 159 yards and a touchdown as the Cowboys defeated the Rams 29-17.

Denver's **Steve Watson**, the NFL's touchdown reception leader with nine, caught two scoring passes of 11 yards each in the Broncos' loss to Kansas City. Right behind Watson is Atlanta's **Alfred Jenkins**, who contributed his seventh and eighth touchdown catches of the year in the Falcons' 41-20 victory over the Cardinals.

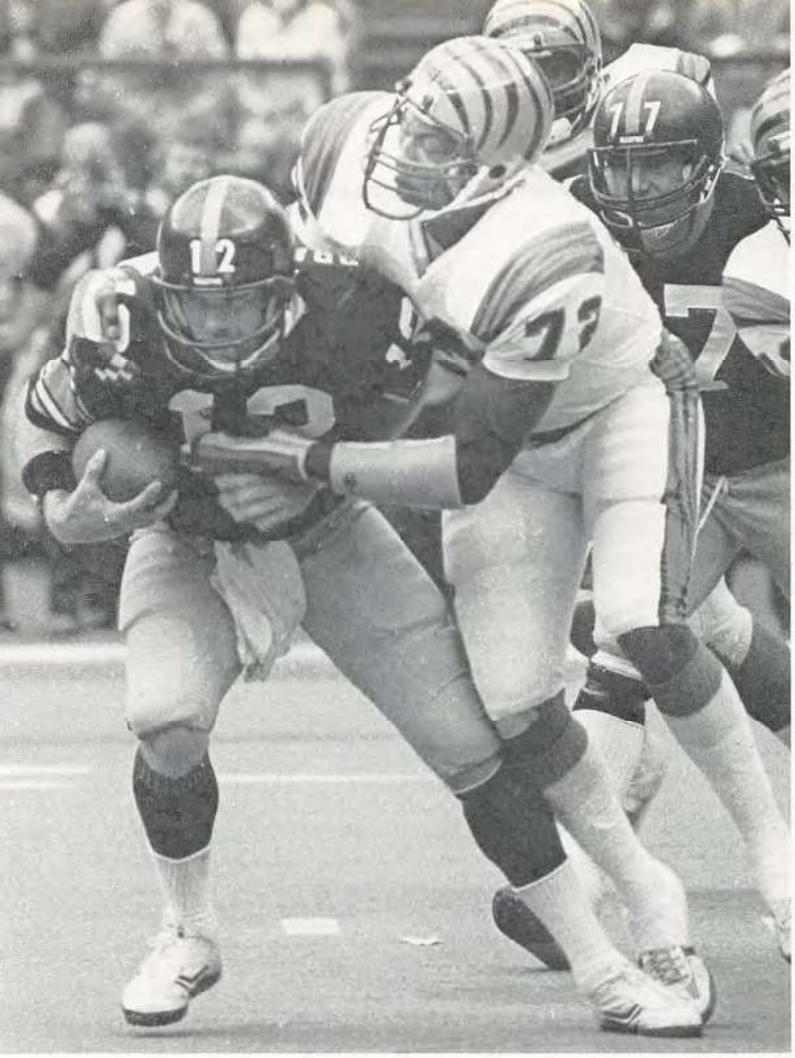
STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	5	1	1	.786	159	124
Buffalo	4	3	0	.571	172	121
N.Y. Jets	3	3	1	.500	162	183
New England	2	5	0	.286	168	159
Baltimore	1	6	0	.143	120	229
AFC Central						
Cincinnati	5	2	0	.714	187	138
Houston	4	3	0	.571	125	137
Pittsburgh	4	3	0	.571	148	145
Cleveland	3	4	0	.429	108	144
AFC West						
Denver	5	2	0	.714	147	103
Kansas City	5	2	0	.714	179	146
San Diego	5	2	0	.714	236	167
Oakland	3	4	0	.429	81	105
Seattle	1	6	0	.143	85	168
NFC East						
Philadelphia	6	1	0	.857	163	102
Dallas	5	2	0	.714	169	140
N.Y. Giants	4	3	0	.571	137	97
St. Louis	2	5	0	.286	128	192
Washington	1	6	0	.143	111	169
NFC Central						
Minnesota	5	2	0	.714	171	169
Tampa Bay	4	3	0	.571	133	108
Detroit	3	4	0	.429	166	143
Green Bay	2	5	0	.286	109	153
Chicago	1	6	0	.143	106	181
NFC West						
San Francisco	5	2	0	.714	171	123
Atlanta	4	3	0	.571	198	135
Los Angeles	4	3	0	.571	177	160
New Orleans	1	6	0	.143	81	156

SCORES

American Football Conference
Cincinnati 34, Pittsburgh 7
Kansas City 28, Denver 14
New England 38, Houston 10
New York Jets 33, Buffalo 14
San Diego 43, Baltimore 14
National Football Conference
Atlanta 41, St. Louis 20
Dallas 29, Los Angeles 17
Detroit 48, Chicago 17
Minnesota 35, Philadelphia 23
San Francisco 13, Green Bay 3
Interconference Games
Cleveland 20, New Orleans 7
Miami 13, Washington 10
New York Giants 32, Seattle 0
Oakland 18, Tampa Bay 16
AFC, 11 victories; NFC, 7 victories

► Clockwise from top left: *Cincinnati defensive end Mike St. Clair roars in for a sack of Pittsburgh's Terry Bradshaw in the Bengals' lopsided 34-7 victory. Running back Mosi Tatupu blasts through the Oilers; New England tears up Houston 38-10. In his sparkling debut as Detroit's starting quarterback, Eric Hipple runs the Bears ragged, rushing for two touchdowns and passing for four more in a 48-17 win. Hipple completed 14 of 25 passes for 336 yards and had no interceptions. San Francisco cornerback Ronnie Lott has his hands full as Green Bay wide receiver John Jefferson tries to fill his; the 49ers hold on to win 13-3. Rams quarterback Pat Haden looks for safety, then is tackled for one, in a 29-17 loss to the Cowboys.*



Week Eight

OCTOBER 25: STEPPING THROUGH THE NFL LOOKING GLASS

Students of the game are conditioned to expect the unexpected in the NFL.

This week, as deductive logic was being torpedoed around the league, a familiar *leitmotif* again crystallized: *On any given Sunday...*

In this quicksilver season, however, it would be folly to overtax the word upset. Anyway, it can't possibly apply to *all* of the puzzling scores this week.

Start with the New York Giants' 27-24 victory over Atlanta. Perhaps it was a surprise, but it also was the third straight victory for the Giants, who arrived at the NFL's halfway mark with a 5-3 record. The Falcons, a team many people tabbed as a likely Super Bowl XVI entry this year, lost for the third time in four games and dropped to 4-4.

Another victory that was hard to classify was San Francisco's 20-17 decision at home over Los Angeles. Maybe it too was unexpected; the Rams had never lost to the 49ers at Candlestick Park since it opened in 1966. But an upset? Please note it was the 49ers who emerged from the game with a 6-2 record and a *two-game* lead in the NFC West; the Rams sunk to 4-4, reposing in a second-place tie with the Falcons.

There were other...surprises.

Cincinnati, which had dominated Pittsburgh in its 34-7 victory over the Steelers in Week 7, fell to New Orleans 17-7. Downtrodden Chicago defeated San Diego 20-17. The New York Jets, unbeaten in the previous four weeks, lost to Seattle 19-3. And just one week removed from its big victory over Philadelphia, Minnesota was beaten by St. Louis 30-17.

Put statistically, that meant four teams with a combined record of 5-23 had defeated four teams with a combined record of 18-9-1.

"We had everything to win and nothing to lose," was Chicago running back Walter Payton's unoriginal but apt assessment of his team's victory. "I think the Chargers were a little afraid of losing."

Two tangible reasons for the Bears' victory were the running of Payton, who scored a touchdown and rushed for 107 yards (his first 100-yard rushing day of the season) and a 26-yard field goal with 5:30 left in overtime by vagabond kicker Johnny Roveto, a free agent who had been signed by the Bears just two weeks earlier.

Rookie running back George Rogers was a workhorse in the Saints' victory, carrying the ball 31 times for 113 yards. But he didn't seem to mind the attendant bruises that always accompany that many carries.

"The hurts don't hurt as much when you win," he said.

St. Louis quarterback Jim Hart's two-hundredth career touchdown pass with 6:29 left in the game capped a 16-play, 10½-minute drive and gave the Cardinals an insurmountable 27-10 advantage in their victory over the Vikings.

An ex-Cardinal, running back Theotis Brown (who was acquired in a trade with St. Louis earlier in the year), rushed for 104 yards to help the Seahawks defeat the Jets for the fifth straight time.

The Steelers flexed their muscles in a 26-13 victory over Houston on Monday night. Pittsburgh thwarted a fourth-quarter rally by the Oilers when quarterback Terry Bradshaw completed a decisive six-yard touchdown pass to John Stallworth with 3:41 left to play to break a 13-13 tie. The victory enabled the Steelers, now 5-3, to regain a share of first place (with Cincinnati) in the AFC Central.

He was wearing number 11—not 12—but Dallas quarterback Danny White borrowed a page from the man he replaced, Roger Staubach, and rallied the Cowboys to a 28-27 victory over Miami.

Dallas cut into a 27-14 Miami lead when White threw a five-yard scoring pass to tight end Doug Cosbie with 3:48 left in the game. Thirty-one seconds later, after Dennis Thurman had intercepted Miami quarterback David Woodley to give the ball back to the Cowboys, White dropped a 32-yard touchdown pass into the arms of fullback Ron Springs to give Dallas a "miracle" victory reminiscent of the Staubach era.

No less thrilling was the finish of the Buffalo-Denver game. With one second left on the clock Nick Mike-Mayer kicked his third field goal of the game—a 36-yarder—to give Buffalo a 9-7 victory and move the Bills (5-3) to within one-half game of AFC East leader Miami (5-2-1).

NEWSMAKERS

Dean

Jackson

Walls

Cleveland quarterback **Brian Sipe** completed 30 of 41 passes—including 11 in a row twice—for 444 yards and four touchdowns as the Browns defeated Baltimore 42-28. Sipe's passing yardage total eclipsed the former Browns record of 401 held by Otto Graham. Quarterback **Steve Fuller** revived the Chiefs' sluggish offense by completing 9 of 10 passes for 103 yards and scrambling for 43 more yards in crucial spots as the Chiefs rallied for a 28-17 victory.

New England wide receiver **Harold Jackson** caught four passes for 83 yards in a 24-22 loss to Washington, giving him a career total of 10,014 yards receiving. Only two other receivers in NFL history—Don Maynard (11,834) and Lance Alworth (10,266)—have topped the 10,000-yard mark.

San Francisco defensive end **Fred Dean** helped key a big-play defense by sacking Los Angeles quarterback Pat Haden five times as the 49ers defeated the Rams 20-17.

Rookie defensive backs **Mike Downs** and **Everson Walls** (who had two for the game) each intercepted a pass in the final minute of play in Dallas's 28-27 victory over Miami.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	5	2	1	.688	186	152
Buffalo	5	3	0	.625	181	128
N.Y. Jets	3	4	1	.438	165	202
New England	2	6	0	.250	190	183
Baltimore	1	7	0	.125	148	271
AFC Central						
Cincinnati	5	3	0	.625	194	155
Pittsburgh	5	3	0	.625	174	158
Cleveland	4	4	0	.500	150	172
Houston	4	4	0	.500	138	163
AFC West						
Kansas City	6	2	0	.750	207	163
Denver	5	3	0	.625	154	112
San Diego	5	3	0	.625	253	187
Oakland	3	5	0	.375	98	133
Seattle	2	6	0	.250	104	171
NFC East						
Philadelphia	7	1	0	.875	183	112
Dallas	6	2	0	.750	197	167
N.Y. Giants	5	3	0	.625	164	121
St. Louis	3	5	0	.375	158	209
Washington	2	6	0	.250	135	191
NFC Central						
Minnesota	5	3	0	.625	188	199
Detroit	4	4	0	.500	197	170
Tampa Bay	4	4	0	.500	143	128
Chicago	2	6	0	.250	126	198
Green Bay	2	6	0	.250	136	184
NFC West						
San Francisco	6	2	0	.750	191	140
Atlanta	4	4	0	.500	222	162
Los Angeles	4	4	0	.500	194	180
New Orleans	2	6	0	.250	98	163

SCORES

American Football Conference

Buffalo 9, Denver 7
Cleveland 42, Baltimore 28
Kansas City 28, Oakland 17
Pittsburgh 26, Houston 13
Seattle 19, New York Jets 3

National Football Conference

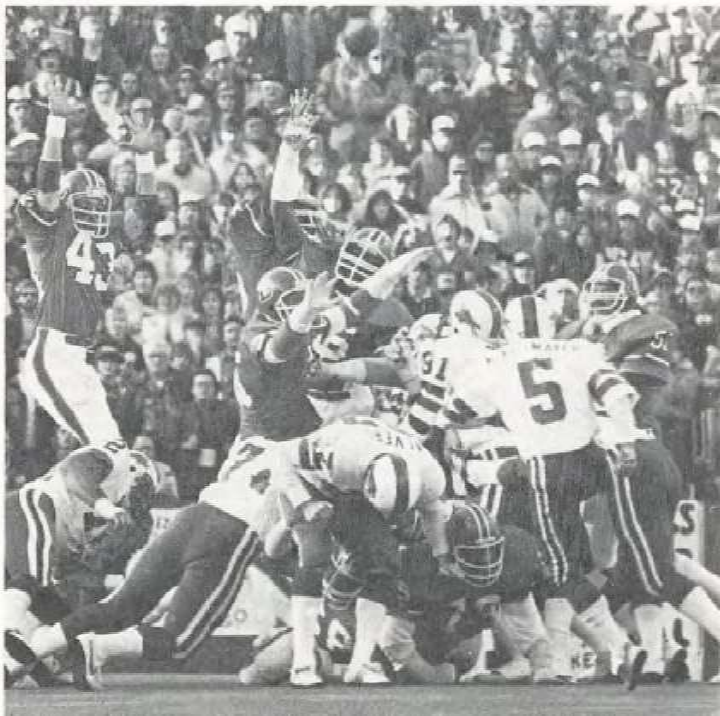
Detroit 31, Green Bay 27
New York Giants 27, Atlanta 24, overtime
Philadelphia 20, Tampa Bay 10
St. Louis 30, Minnesota 17
San Francisco 20, Los Angeles 17

Interconference Games

Chicago 20, San Diego 17, overtime
Dallas 28, Miami 27
New Orleans 17, Cincinnati 7
Washington 24, New England 22

NFC, 11 victories; AFC, 11 victories

► Clockwise from top left: *New Orleans running back George Rogers gets his third 100-yard game in a row; the Saints get their second victory, surprising Cincinnati 17-7. The 49ers horse-collar running back Wendell Tyler and the Rams, 20-17. Quarterback Steve Fuller was Kansas City's leading rusher with 43 yards on only three carries as he rallied the Chiefs from a 17-0 deficit to a 28-17 victory over Oakland. Fuller, playing for the first time this year because of a knee injury, came off the bench and completed 9 of 10 passes for 103 yards. With just one second on the clock, Buffalo's Nick Mike-Mayer kicks a 36-yard field goal to beat Denver 9-7. Earl Campbell, held to 56 yards on 23 carries, commits a costly Houston turnover in a 26-13 loss to Pittsburgh.*



Week Nine

NOVEMBER 1: WALKING THE TIGHTROPE

The term is *goat*, and neither San Diego wide receiver Wes Chandler nor kicker Rolf Benirschke wanted it used in reference to them.

The Chargers were trailing Kansas City 20-19 with just over a minute to play. Facing a desperate fourth and nine situation at the Chiefs' 47, Chandler made a clutch 23-yard reception of a pass from Dan Fouts to keep a last-ditch drive alive.

"I was thinking of 51,000 fans and my forty-four teamates and the coaching staff and the administration," said Chandler, recalling his thoughts as he raced downfield on his pattern. "I had to either catch it and give us a chance—or become a goat."

Benirschke, meanwhile, was pacing the sidelines. The five-year veteran knew why the Chargers were down by a point: He had missed an extra point in the second quarter.

The clock ticked down to 13 seconds and then, with victory, redemption, and a share of first place in the AFC West (with the Chiefs and the Broncos) at stake, Benirschke converted a 22-yard field goal to give the Chargers a 22-20 victory.

"I didn't want to lose this game by an extra point," Benirschke said. "I'm exhausted. So much of kicking is mental, knowing you're going to either be the goat or the hero."

Denver, the third team in the knot atop the AFC West standings, just barely survived a fourth-quarter scare from Minnesota. The Vikings, after scoring twice in the final six minutes to reduce a 19-3 Denver lead to 19-17, lined up for an attempt at a winning field goal with just one second left on the clock.

Fortunately for the Broncos (and especially head coach Dan Reeves, who had helped open the door for the Vikings' comeback with a questionable strategy call), Minnesota kicker Rick Danmeier's 47-yard attempt fell short.

After the game, Reeves candidly lamented his fourth-quarter gambit, which backfired when, instead of punting, he called for a running play on fourth and one from Denver's 40. The Broncos failed to make the first down, and then promptly surrendered the second Minnesota touchdown, cutting Denver's lead to two points.

"I may have done some stupider things," said Reeves, "but I must have been real little when I did them. I played right into [Bud] Grant's hands. Thank God it didn't cost us the game. Next time we'll punt in that situation."

Minnesota's second straight defeat invited Tampa Bay, which defeated Chicago 20-10, into a first-place tie with the Vikings in the NFC Central. Quarterback Doug Williams had a hot hand for the Buccaneers, throwing touchdown passes to wide receiver Kevin House (51 yards) and tight end Jimmie Giles (81 yards).

An eagerly awaited showdown between Philadelphia and Dallas produced a compelling game at Veterans Stadium and a 17-14 victory for the Cowboys.

The Eagles may have fired up the Cowboys instead of cooling them off by taking a 14-3 lead into the fourth quarter.

"When we're behind, we always come out and play our best football," said Dallas quarterback Danny White.

True to White's words, the Cowboys rallied for two touchdowns in the final quarter (a 17-yard scoring pass from White to tight end Doug Cosbie and a nine-yard run by Tony Dorsett) and moved into a first-place tie with the Eagles in the NFC East.

San Francisco enhanced its credibility while keeping its bubble—and its two-game lead in the NFC West—intact with a 17-14 victory over Pittsburgh at Three Rivers Stadium.

Quarterback Joe Montana threw two costly interceptions in the game, but cooly choreographed a 43-yard scoring drive late in the fourth quarter to pull the game out for the 49ers.

"He's a tremendously resourceful quarterback," said 49ers head coach Bill Walsh of his latest quarterback pupil, who entered the game as the top-ranked passer in the NFC. "When he makes a mistake, he doesn't get too upset. He played brilliantly."

Meanwhile at Cincinnati, one of Walsh's former quarterback projects, Ken Anderson (whom Walsh tutored when he was the Bengals' quarterback coach), completed 21 of 30 passes for 281 yards to help lead the Bengals to a 34-21 victory over Houston.

NEWSMAKERS

Jenkins

Tyler

Wilson

Los Angeles's **Wendell Tyler**, who gained 136 yards in a 20-13 victory over Detroit, was the week's leading rusher. Eight other running backs also topped the 100-yard mark: Green Bay's **Gerry Ellis** (127), St. Louis's **Ottis Anderson** (122), Kansas City's **Joe Delaney** (117), Cincinnati's **Pete Johnson** (114), Tampa Bay's **Jerry Eckwood** (110), Pittsburgh's **Franco Harris** (104), Oakland's **Kenny King** (102), and Miami's **Andra Franklin** (101).

Buffalo running back **Joe Cribbs** didn't rush for 100 yards (he had 85), but he was a prominent figure in the Bills' 22-13 victory over Cleveland. Cribbs caught five passes for 163 yards, including touchdown receptions of 15, 58, and 60 yards.

Atlanta's **Alfred Jenkins** had touchdown catches of 47, 48, and 60 yards among his five receptions in the Falcons' 41-10 victory over New Orleans.

Oakland quarterback **Marc Wilson** completed 22 of 36 passes for 283 yards and one touchdown as he directed the Raiders past New England 27-17. Green Bay's **David Whitehurst**, subbing for the injured Lynn Dickey, threw three touchdown passes in the Packers' 34-24 conquest of Seattle.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	6	2	1	.722	213	162
Buffalo	6	3	0	.667	203	141
N.Y. Jets	4	4	1	.500	191	209
New England	2	7	0	.222	207	210
Baltimore	1	8	0	.111	158	298
AFC Central						
Cincinnati	6	3	0	.667	228	176
Pittsburgh	5	4	0	.556	188	175
Cleveland	4	5	0	.444	163	194
Houston	4	5	0	.444	159	197
AFC West						
Denver	6	3	0	.667	173	129
Kansas City	6	3	0	.667	227	185
San Diego	6	3	0	.667	275	207
Oakland	4	5	0	.444	125	150
Seattle	2	7	0	.222	128	205
NFC East						
Dallas	7	2	0	.778	214	181
Philadelphia	7	2	0	.778	197	129
N.Y. Giants	5	4	0	.556	171	147
St. Louis	3	6	0	.333	179	251
Washington	3	6	0	.333	177	212
NFC Central						
Minnesota	5	4	0	.556	205	218
Tampa Bay	5	4	0	.556	163	138
Detroit	4	5	0	.444	210	190
Green Bay	3	6	0	.333	170	208
Chicago	2	7	0	.222	136	218
NFC West						
San Francisco	7	2	0	.778	208	154
Atlanta	5	4	0	.556	263	172
Los Angeles	5	4	0	.556	214	193
New Orleans	2	7	0	.222	108	204

SCORES

American Football Conference
Buffalo 22, Cleveland 13
Cincinnati 34, Houston 21
Miami 27, Baltimore 10
Oakland 27, New England 17
San Diego 22, Kansas City 20

National Football Conference
Atlanta 41, New Orleans 10
Dallas 17, Philadelphia 14
Los Angeles 20, Detroit 13
Tampa Bay 20, Chicago 10
Washington 42, St. Louis 21

Interconference Games
Denver 19, Minnesota 17
Green Bay 34, Seattle 24
New York Jets 26, New York Giants 7
San Francisco 17, Pittsburgh 14
NFC, 13 victories; AFC, 13 victories

► Clockwise from top left: *Giants linebackers Brad Van Pelt and Brian Kelley have this play covered, but the Jets win the battle of New York 26-7. Houston wide receiver Mike Renfro outmaneuvers Cincinnati cornerback Ken Riley for a 25-yard touchdown catch in an AFC Central clash won by the Bengals. With Pittsburgh linebacker Jack Lambert grabbing onto his left leg, the options dwindle for 49ers' running back Ricky Patton; San Francisco survives the Steelers' test 17-14. Lions defensive tackle Doug English is occupied by Los Angeles's Kent Hill as running back Cullen Bryant takes off in the Rams' 20-13 victory over Detroit. Buffalo nose tackle Fred Smerlas harasses Browns quarterback Brian Sipe as the Bills defeat Cleveland 22-13.*

10
JETS

13

17

56
67

ENGLISH
22

Week Ten

NOVEMBER 8: A COUP DE THEATRE IN THE NFC WEST

Who are those guys, and what are they doing with a *three-game lead* in the NFC West?

At the 10-game mark of the 1980 season San Francisco was 3-7 and going nowhere (i.e., 6-10). The team was devoid of stars (no 49er was selected to the AFC-NFC Pro Bowl last year) and the defense was on the critical list (only New Orleans surrendered more yards than the 49ers in 1980).

But suddenly, with a front line defense bulwarked by new acquisitions, including defensive end Fred Dean, linebacker Jack (Hacksaw) Reynolds, and three sharp rookies in the secondary, the chemistry is right.

Quarterback Joe Montana, San Francisco's third-round draft choice from Notre Dame in 1979, also conveniently has come of age, giving the offense a new knockout punch.

Which is all another way of saying that the 49ers are no mirage; their 17-14 victory over Atlanta this week was their seventh straight win.

The defense again was the story in the victory. Dean had two sacks and led a fierce pass rush that forced Falcons quarterback Steve Bartkowski into three costly interceptions, two of them by free safety Dwight Hicks.

"He [Dean] is by far the best pass rusher in the game," said Atlanta's all-pro tackle Mike Kenn. "It's hard to play against a man of that caliber."

Some 500 miles south of Candlestick Park, under sunny skies at Anaheim Stadium, the Rams were struck by lightning for the second time this season.

In this case the lightning in question—wearing jersey number 38—was New Orleans's rookie sensation, running back George Rogers. Rogers, who had run all over the Rams for 162 yards and a touchdown in a 23-17 victory in the second week of the season, rushed for 161 yards and three touchdowns this time, and the Saints *again* defeated the Rams 21-13.

No doubt intoxicated by their first season sweep of Los Angeles ever, there was even some gloating in the Saints' locker room after the game. "What we'd like," said linebacker Jim Kovach, "is a steady diet of the Rams."

The loss ruined the debut of Dan Pastorini (four interceptions) as the Rams' new starting quarterback and reduced Los Angeles, like Atlanta, to a .500 record (5-5).

Another team that dropped a precious game further in the standings was Oakland, which lost to Houston 17-16 in a "must win" game for both teams.

The Raiders, with victories in two of their last three games, had shown signs not only of resuscitation, but of renewed hope of making another late-season dash for a wild card playoff berth. But kicker Chris Bahr's 47-yard, game-tying field goal attempt with seven seconds left sailed off to the right, leaving the 4-6 Raiders gasping in fourth place—all but out of it — in the competitive race for the AFC West championship.

An injury to Ken Stabler had permitted Houston backup quarterback John Reaves to start his first game in three years, and Reaves clinched the victory for the Oilers by firing a 25-yard touchdown pass to tight end Mike Barber midway through the fourth quarter.

"I've gone from the pits, I was on the bottom," said Reaves, who spent time in a rehabilitation center for drug and alcohol abuse and missed the entire 1980 season. "But today was the greatest thrill of my professional life."

Ted Brown's greatest rushing day as a pro (129 yards) helped foil Tampa Bay's strategy (which was to defuse Minnesota's NFC-leading passing attack), and the Vikings emerged with a convincing 25-10 victory, a 6-4 record, and sole possession of first place in the NFC Central. Tampa Bay, now 5-5, fell one game behind.

"We almost got rigor mortis watching them run up and down the field," said Tampa Bay head coach John McKay. "I almost got bored standing out there."

Cincinnati opened up a two-game lead in the AFC Central by routing San Diego 40-17, while second-place Pittsburgh was surprised by Seattle 24-21.

"We're in a crisis situation without question," said Steelers head coach Chuck Noll, with an eye on the calendar. "We've got to find guys who will reach down for something extra in the weeks to come."

NEWSMAKERS

Harris

Shula

Stenerud

Jan Stenerud's 23-yard field goal with 2:36 left—his fourth of the game and three-hundred first in his 15-year career—gave Green Bay a 26-24 victory over the New York Giants. Washington's **Mark Moseley** kicked a 44-yard field goal in the last minute to clinch a 33-31 victory over Detroit. And three other placekickers—Chicago's **John Roveto,** Denver's **Fred Steinfort,** and Miami's **Uwe von Schamann**—all kicked game-winning field goals in overtime.

The Dolphins' 30-27 victory over New England enabled **Don Shula** to record his two-hundredth NFL coaching victory.

Franco Harris also reached a significant milestone. He became the third NFL player to rush for 10,000 yards in the Steelers' 24-21 loss to Seattle. Harris gained 61 yards and finished the game with 10,003 yards—behind only **Jim Brown** (12,312) and **O.J. Simpson** (11,236). **Joe Washington** rushed for 144 yards and two touchdowns as the Redskins beat Detroit 33-31.

Cornerback **Louis Breeden's** 102-yard interception return for a touchdown was the pivotal play in the Bengals' 40-17 victory over San Diego.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	7	2	1	.750	243	189
Buffalo	6	4	0	.600	217	168
N.Y. Jets	5	4	1	.550	232	223
New England	2	8	0	.200	234	240
Baltimore	1	9	0	.100	172	339
AFC Central						
Cincinnati	7	3	0	.700	268	193
Houston	5	5	0	.500	176	213
Pittsburgh	5	5	0	.500	209	199
Cleveland	4	6	0	.400	183	217
AFC West						
Denver	7	3	0	.700	196	149
Kansas City	6	4	0	.600	240	201
San Diego	6	4	0	.600	292	247
Oakland	4	6	0	.400	141	167
Seattle	3	7	0	.300	152	226
NFC East						
Dallas	8	2	0	.800	241	195
Philadelphia	8	2	0	.800	249	139
N.Y. Giants	5	5	0	.500	195	173
Washington	4	6	0	.400	210	243
St. Louis	3	7	0	.300	189	303
NFC Central						
Minnesota	6	4	0	.600	230	228
Tampa Bay	5	5	0	.500	173	163
Detroit	4	6	0	.400	241	223
Green Bay	4	6	0	.400	196	232
Chicago	3	7	0	.300	152	231
NFC West						
San Francisco	8	2	0	.800	225	168
Atlanta	5	5	0	.500	277	189
Los Angeles	5	5	0	.500	227	214
New Orleans	3	7	0	.300	129	217

SCORES

American Football League

Cincinnati 40, San Diego 17
Denver 23, Cleveland 20, overtime
Houston 17, Oakland 16
Miami 30, New England 27, overtime
New York Jets 41, Baltimore 14
Seattle 24, Pittsburgh 21

National Football Conference

Green Bay 26, New York Giants 24
Minnesota 25, Tampa Bay 10
New Orleans 21, Los Angeles 13
Philadelphia 52, St. Louis 10
San Francisco 17, Atlanta 14
Washington 33, Detroit 31

Interconference Games

Chicago 16, Kansas City 13, overtime
Dallas 27, Buffalo 14

NFC, 15 victories; AFC, 13 victories

► Top: *Running back Tony Dorsett looks for a block from Drew Pearson in Dallas's victory over Buffalo.* Clockwise from far right: *Jan Stenerud kicks his three-hundredth field goal to help the Packers defeat the Giants. San Francisco free safety Dwight Hicks's interception with 1:43 left in the game preserves a 17-14 victory over Atlanta. A 44-yard touchdown reception by running back Dan Doornink helps Seattle surprise the Steelers 24-21. Running back Pete Johnson crashes into the end zone from two yards out for the Bengals' final touchdown in a 40-17 victory over San Diego. New England wide receiver Stanley Morgan beats Miami cornerback Don McNeal for one of his five receptions (which covered 182 yards), but the Dolphins beat the Patriots 30-27.*

THOMAS
28

Week Eleven

RING THE BELL TV on Archive.org

NOVEMBER 15: LOOK OUT ABOVE

The New York Sack Exchange was open for business as usual this week.

On a blustery, rain-swept day already ill-suited for offenses, the New York Jets' defense took matters—and New England quarterbacks—into their own hands in a 17-6 victory over the Patriots at Schaefer Stadium.

The Jets added 8 sacks to their league-leading total of 38, and also benefited from an interception and a fumble recovery from linebacker Greg Buttle that ultimately led to 10 New York points.

By winning for the sixth time in their last eight games (one of the other two decisions was a 28-28 tie with Miami), the Jets bore no resemblance to the team that began the season with an 0-3 record.

"I think the guys looked in the mirror," said defensive end Joe Klecko, "and said, 'Am I a zero-and-three player? Are we a zero-and-three team?' We got mad at ourselves. I think that was the turning point."

And all of a sudden the Jets (6-4-1) have added some new energy to the AFC East race. They moved past Buffalo (6-5) into second place, and crept to within a game of division-leader Miami (7-3-1), which lost to the Oakland Raiders 33-17 at home.

Just one week after suffering a humbling 52-10 loss to Philadelphia, St. Louis dished out its own dose of humility in the form of a 24-0 shutout of the Bills, who lost for the third time in five games.

There were three head-to-head games between AFC Central and NFC West teams; score it AFC Central 3, NFC West 0.

Cincinnati protected its two-game lead in the AFC Central with a 24-10 victory over Los Angeles. A fierce pass rush was the story in this game, too.

The Bengals' defense dropped Rams quarterbacks Dan Pastorini (who left the game with a concussion) and Pat Haden a total of six times. Adding insult to injury were four Cincinnati interceptions—three of which led to touchdowns.

Pittsburgh remained within striking range of the Bengals by defeating Atlanta 34-20. Steelers quarterback Terry Bradshaw responded from several recent subpar performances by throwing a career-high five touchdown passes to lead the Steelers.

With the second-place Falcons and Rams both losing, San Francisco missed an opportunity to open up a four-game lead in the NFC West (with only five games remaining) by falling to Cleveland 15-12 at Candlestick Park. A 24-yard field goal by Matt Bahr with 46 seconds left was the difference.

Kansas City rookie running back Joe Delaney's numbers were impressive enough in the Chiefs' 23-10 victory over Houston: 29 carries for a team record 193 yards and a touchdown. But almost as impressive were the plaudits he received from Elvin Bethea, the Oilers' 14-year defensive end.

"I've played against the best—O.J. Simpson, Gale Sayers, and Walter Payton—and he's right up there with them," said Bethea. "He's great with a capital G."

Despite a controversy that punctuated the outcome, Detroit came from behind to defeat Dallas 27-24.

It was Eddie Murray's dramatic 47-yard field goal as time ran out that decided the game. But the Cowboys claimed—and films and photographs later documented—that the Lions had an extra man on the field for the game-winning play.

Detroit's victory stood ("We have no provisions in our rule book for the change in the outcome of a play in a game. The game just stands," said NFL Commissioner Pete Rozelle), and the Cowboys fell a game behind NFC East leader Philadelphia, which had no trouble with Baltimore (38-13).

Washington remained upwardly mobile with a 30-27 overtime victory against the New York Giants, who lost quarterback Phil Simms for the season with a separated shoulder.

Kicker Mark Moseley, who tied the game at 27-27 with a 49-yard field goal to force the overtime, then won it with a 48-yard field goal 3:44 into the extra period.

A team that has had trouble winning at home, Seattle, withstood a 151-yard rushing performance by running back Chuck Muncie to defeat San Diego 44-23.

Some sleight of hand by the Seahawks early in the game, in the form of Jim Zorn's touchdown pass to Sherman Smith on a fake field goal, got the Seahawks on their way. It was Seattle's first victory in nine tries against the Chargers.

NEWSMAKERS

Canada

Kramer

Riggins

Minnesota quarterback **Tommy Kramer** threw for 287 yards and topped the 10,000-yard career passing mark in the Vikings' 20-10 victory over New Orleans.

Running back **Billy Sims** rushed for 119 yards and caught an 81-yard touchdown pass in Detroit's victory over Dallas. Washington's **John Riggins** gained 82 yards to become the eighth leading rusher in NFL history, surpassing the 7,274 yards totaled by Cleveland's **Leroy Kelly.** Denver running back **Larry Canada** only touched the ball three times in the Broncos' 24-7 victory over Tampa Bay, but he maximized each opportunity. Canada blocked a punt and scored a pair of touchdowns—on a run of one yard and a pass of three yards. **Wilbert Montgomery** gained 115 yards in just over two quarters of play as Philadelphia defeated Baltimore. **Ottis Anderson** rushed for 177 yards to become the Cardinals' all-time leading rusher in just his third season in the NFL.

Cincinnati defensive end **Eddie Edwards** had three sacks as the Bengals defeated Los Angeles 24-10.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	7	3	1	.682	260	222
N.Y. Jets	6	4	1	.591	249	229
Buffalo	6	5	0	.545	217	192
New England	2	9	0	.182	240	257
Baltimore	1	10	0	.091	185	377
AFC Central						
Cincinnati	8	3	0	.727	292	203
Pittsburgh	6	5	0	.545	243	219
Cleveland	5	6	0	.455	198	229
Houston	5	6	0	.455	186	236
AFC West						
Denver	8	3	0	.727	220	156
Kansas City	7	4	0	.636	263	211
San Diego	6	5	0	.545	315	291
Oakland	5	6	0	.455	174	184
Seattle	4	7	0	.364	196	249
NFC East						
Philadelphia	9	2	0	.818	287	152
Dallas	8	3	0	.727	265	222
N.Y. Giants	5	6	0	.455	222	203
Washington	5	6	0	.455	240	270
St. Louis	4	7	0	.364	213	303
NFC Central						
Minnesota	7	4	0	.636	250	238
Detroit	5	6	0	.455	268	247
Green Bay	5	6	0	.455	217	249
Tampa Bay	5	6	0	.455	180	187
Chicago	3	8	0	.273	169	252
NFC West						
San Francisco	8	3	0	.727	237	183
Atlanta	5	6	0	.455	297	223
Los Angeles	5	6	0	.455	237	238
New Orleans	3	8	0	.273	139	237

SCORES

American Football Conference

Kansas City 23, Houston 10
New York Jets 17, New England 6
Oakland 33, Miami 17
Seattle 44, San Diego 23

National Football Conference

Detroit 27, Dallas 24
Green Bay 21, Chicago 17
Minnesota 20, New Orleans 10
Washington 30, New York Giants 27, overtime

Interconference Games

Cincinnati 24, Los Angeles 10
Cleveland 15, San Francisco 12
Denver 24, Tampa Bay 7
Philadelphia 38, Baltimore 13
Pittsburgh 34, Atlanta 20
St. Louis 24, Buffalo 0

NFC, 17 victories; AFC, 17 victories

► Clockwise from top left: *A hunter turned prey is Cincinnati linebacker Reggie Williams, who has a step on the Rams' Drew Hill after an interception in the Bengals' 24-10 victory. Cleveland kicker Matt Bahr—who played briefly for San Francisco earlier in the season—snaps the 49ers' seven-game winning streak by kicking a 24-yard field goal with less than a minute to play. Kansas City rookie Joe Delaney rushed for a team record 193 yards to help the Chiefs defeat Houston 23-10. Oakland quarterback Marc Wilson scrambles and creates plenty of havoc by throwing three touchdown passes in the Raiders' 33-17 victory over Miami. Running back Harlan Huckleby, eluding Bears cornerback Jeff Fisher here, scored twice in Green Bay's 21-17 victory.*

9
6
THOMAS
28

6

25
4

Week Twelve

NOVEMBER 22: AMIDST PLAYOFF FEVER, A NON-CONTENDER REVELS

Despite New Orleans's lack of any playoff incentive, head coach Bum Phillips sensed his team might be anxious about its impending game with Houston. So all week long he tried to downplay the significance of playing against his former team at the Astrodome. "Just another game," he kept repeating.

Naturally, the Saints' players knew better. They also knew that Phillips probably was only *half* kidding when finally, to break the pregame tension, he reversed field and told them, "This game is a matter of life and death. My life. . .and your death."

And so it passed that (Thomas Wolfe to the contrary) Bum enjoyed a successful homecoming. George Rogers rushed for 142 yards and fullback Jack Holmes ran for two touchdowns as the Saints defeated Houston 27-24 to earn their fourth victory and seriously jeopardize the Oilers' slim hopes for a wild card playoff berth.

Bum was even treated to welcome home posters (one read, "Dear Bum, We Love Ya, Miss Ya, It's Not the Same Without Ya") and multiple standing ovations by the emotion-torn crowd. Afterward, Phillips didn't bother to downplay his feelings. "This is the biggest win I've ever had in this building," he said.

An AFC East game between Buffalo and New England again revealed how fragile the difference between victory and defeat can be. The Bills trailed the Patriots 17-13 with just five seconds left to play when quarterback Joe Ferguson lobbed a pass 36 yards into the end zone, where it was tipped into the air above a crowd of New England defenders—and then fell into the hands of Buffalo running back Roland Hooks, who held on for a game-winning touchdown.

"Every team in the league has that play in their book," said Ferguson. "It's not a percentage throw."

There was nothing fragile, however, about Cincinnati's 38-21 victory over Denver. The red-hot Bengals burned the NFL's top defense for 571 yards in total offense and improved their record to 9-3.

"They are the best football team we've seen this year," said Broncos linebacker Bob Swenson. "They rattled us a bit."

Quarterback Ken Anderson did most of the rattling. He passed for three touchdowns and 396 yards—the second-highest total of his career—to lead the Bengals to their fourth straight victory.

Denver also felt the repercussions (in the AFC West standings) of offensive explosions by its chief pursuers in the division, Kansas City and San Diego.

The Chiefs rejoined the Broncos in first place (both with 8-4 records) by defeating Seattle 40-13. Kansas City did little wrong, scoring the first six times it touched the ball, committing no turnovers, and punting only once—with 12 seconds left in the game.

And San Diego washed away the sour aftertaste of its two-game losing streak (and climbed to within a game of the AFC West co-leaders) by bombing Oakland 55-21. Chargers quarterback Dan Fouts even found a new San Diego record to break, passing for six touchdowns. Five of those throws went to tight end Kellen Winslow, who tied an NFL record for most touchdown receptions in a game.

Somewhat less gaudy were the offensive statistics of the Bears, who managed an all-time team record low of just 24 yards in total offense in a 23-7 loss to Detroit at Soldier Field (the Lions' first road victory of the season).

Thanks in large part to the career-high 112-yard rushing performance by converted receiver James Owens, Tampa Bay (6-6) defeated Green Bay 37-3 and remained tied with Detroit in second place in the NFC Central.

The New York Jets displaced Miami from the driver's seat—for the moment anyway—in the AFC East race by defeating the Dolphins 16-15 at Shea Stadium.

An 11-yard touchdown pass from quarterback Richard Todd (who played with a fractured rib) to Jerome Barkum with 16 seconds left created a 15-15 tie. Pat Leahy's ensuing extra point awarded the Jets a victory, a 7-4-1 record (identical to Miami's), and the advantage in any tie-breaker confrontation with the Dolphins (since the two teams played to a 28-28 tie in Week Five).

"Winning this game makes a lot of pain go away," said Todd. "I stood on the sidelines crying after we scored. It was like a dream."

NEWSMAKERS

Munoz

Shell

Wersching

Placekicker **Ray Wersching** kicked four field goals, including one from 37 yards as time expired, to give the 49ers a 33-31 victory over the Rams.

St. Louis running back **Ottis Anderson** rushed for 130 yards in the Cardinals' 35-24 victory over Baltimore and topped the 1,000-yard rushing mark for the third consecutive season. San Diego rookie **James Brooks** totaled 282 yards in total offense in the Chargers' victory over Oakland.

Second-year offensive tackle **Anthony Munoz** keyed Cincinnati's salient line play in the Bengals' victory over Denver.

Pittsburgh's secondary intercepted six of Cleveland quarterback Brian Sipe's 39 passes—three by strong safety **Donnie Shell,** two by cornerback **Anthony Washington,** and one by cornerback **Ron Johnson**—as the Steelers defeated the Browns 32-10. Cornerback **Terry Jackson** also secured the New York Giants' 20-10 victory over Philadelphia with a 32-yard interception return for a touchdown.

Minnesota wide receiver **Ahmad Rashad** caught nine passes for 151 yards and two touchdowns in the Vikings' loss to Atlanta.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	7	4	1	.625	275	238
N.Y. Jets	7	4	1	.625	265	244
Buffalo	7	5	0	.583	237	209
New England	2	10	0	.167	257	277
Baltimore	1	11	0	.083	209	412
AFC Central						
Cincinnati	9	3	0	.750	330	224
Pittsburgh	7	5	0	.583	275	229
Cleveland	5	7	0	.417	208	261
Houston	5	7	0	.417	210	263
AFC West						
Denver	8	4	0	.667	241	194
Kansas City	8	4	0	.667	303	224
San Diego	7	5	0	.583	370	312
Oakland	5	7	0	.417	195	239
Seattle	4	8	0	.333	209	289
NFC East						
Dallas	9	3	0	.750	289	232
Philadelphia	9	3	0	.750	297	172
N.Y. Giants	6	6	0	.500	242	213
St. Louis	5	7	0	.417	248	327
Washington	5	7	0	.417	250	294
NFC Central						
Minnesota	7	5	0	.583	280	269
Detroit	6	6	0	.500	291	254
Tampa Bay	6	6	0	.500	217	190
Green Bay	5	7	0	.417	220	286
Chicago	3	9	0	.250	176	275
NFC West						
San Francisco	9	3	0	.750	270	214
Atlanta	6	6	0	.500	328	253
Los Angeles	5	7	0	.417	268	271
New Orleans	4	8	0	.333	166	261

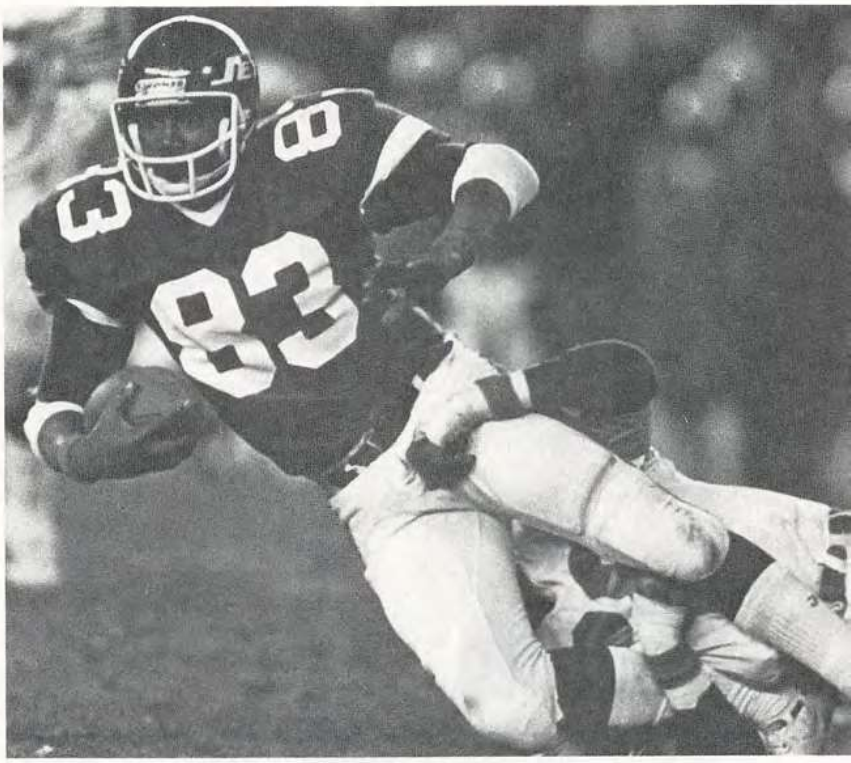
SCORES

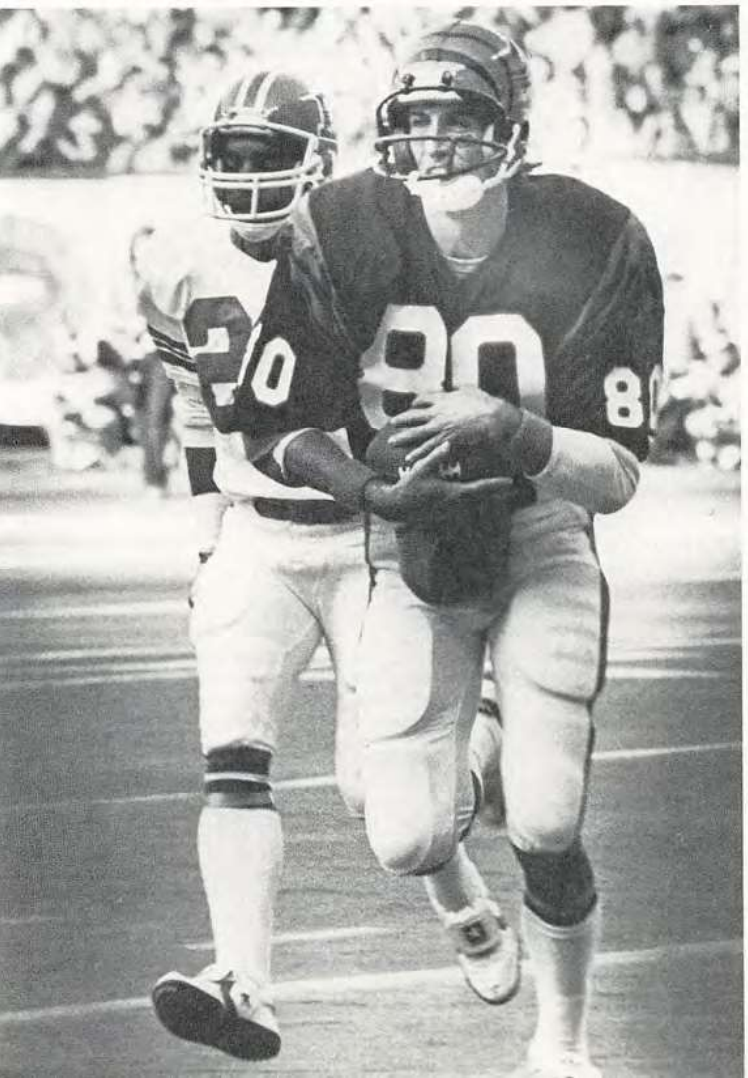
American Football Conference
Buffalo 20, New England 17
Cincinnati 38, Denver 21
Kansas City 40, Seattle 13
New York Jets 16, Miami 15
Pittsburgh 32, Cleveland 10
San Diego 55, Oakland 21

National Football Conference
Atlanta 31, Minnesota 30
Dallas 24, Washington 10
Detroit 23, Chicago 7
New York Giants 20, Philadelphia 10
San Francisco 33, Los Angeles 31
Tampa Bay 37, Green Bay 3

Interconference Games
New Orleans 27, Houston 24
St. Louis 35, Baltimore 24
NFC, 19 victories; AFC 17 victories

►Clockwise from top left: *Running back Wayne Wilson seizes a 22-yard touchdown pass; the Saints present head coach Bum Phillips with a homecoming victory at the Astrodome. Tight end Ulysses Norris braces for impact from Chicago safety Gary Fencik in Detroit's 23-7 victory. The New York Jets' Jerome Barkum spills into the end zone after catching the winning touchdown pass in the final seconds of a 16-15 victory over Miami. With New England Patriots all around him, Roland Hooks clutches a last-second "Hail Mary" touchdown pass that was tipped into his hands; it gave the Bills a 20-17 victory. Rookie wide receiver Cris Collinsworth reaches the end zone unscathed on a seven-yard scoring reception in the Bengals' 38-21 victory over Denver.*





Week Thirteen

NOVEMBER 26: THE 49ERS PAN OUT, 23 OTHERS STILL IN

The suspense in the NFC West ended weeks ago; now it's official. The 49ers can stop pinching themselves (at least until the playoffs begin). They are the champions.

San Francisco clinched its first NFC Western Division title since 1972 with a 17-10 victory over the New York Giants at home.

"I never thought I'd see the day when the crowd at Candlestick Park would be celebrating a championship," said 49ers tackle Keith Fahnhorst, an eight-year veteran.

"I don't know who or what is helping us," added linebacker Jack (Hacksaw) Reynolds, "but I'll take it."

Mostly, as they have done all season, the 10-3 49ers just helped themselves—this week by capitalizing on Giants' mistakes. They have become Opportunity's Team.

San Francisco's initial touchdown, a one-yard run by Johnny Davis in the first quarter, was a byproduct of safety Dwight Hicks's 54-yard interception return. The 49ers again were home for their benefactor's knock in the second quarter when quarterback Joe Montana dashed 20 yards for a touchdown just six plays after linebacker Keena Turner had recovered a Giants' fumble at the New York 40.

Rookie safety Carlton Williamson also intercepted two passes and recovered a fumble as the 49ers' defense kept the Giants at bay, enabling corks to pop in the Bay Area.

No doubt envious of the 49ers' good fortune were four teams in the NFC Central, where the Gordian knot in the race for playoff berths drew tighter following Green Bay's come-from-behind 35-23 victory over Minnesota. The Vikings, now 7-6, descended into a three-way tie for first place with Detroit (which defeated Kansas City 27-10 on Thanksgiving) and Tampa Bay (a 31-14 victor over New Orleans). Even the Packers, at 6-7, kept their feet in the door for a possible playoff berth.

At Metropolitan Stadium, quarterback Lynn Dickey returned from a four-week injury layoff to direct the Packers' victory. Although he was intercepted twice in the first half, Dickey eventually found his groove and rallied Green Bay from a 14-0 deficit by passing for 294 yards and three touchdowns.

Tampa Bay also had to rally from a 14-0 disadvantage. Quarterback Doug Williams passed for two touchdowns and ran for another as the Buccaneers joined the triad on top of the NFC Central.

Detroit had earned its one-third share of first place by successfully parlaying Eric Hipple's two touchdown passes against the Chiefs in the first half with an impermeable defense in the second half.

"Winning the Dallas game like we did [on a last-second field goal] has added to our confidence and it proved we can win the close ones," said Lions linebacker Stan White. "Our defensive line has been controlling the line of scrimmage and this allows the linebackers to roam around and make the tackles."

Miami backup quarterback Don Strock was an integral part of the Dolphins' 13-10 victory over Philadelphia (which allowed Dallas, a 10-9 winner against Chicago, to move into sole possession of first place in the NFC East for the first time this season).

In that Monday night contest, Miami head coach Don Shula called on his veteran bullpen ace to relieve a struggling David Woodley in the fourth quarter. Strock responded with a 17-yard touchdown pass to wide receiver Duriel Harris (who had nine catches for 114 yards) with 5:21 left to tie the game at 10-10. Uwe von Schamann's 27-yard field goal with 1:04 left then won it for the Dolphins, who stayed tied with the Jets (25-0 winners over Baltimore) for the AFC East lead. Buffalo defeated Washington 21-14 to remain one-half game back.

In the AFC Central, Pittsburgh continued its revival with a 24-0 victory over Los Angeles. But the Steelers failed to pick up any ground on the first-place Bengals, who awarded the game ball from their 41-21 victory over Cleveland to head coach Forrest Gregg in honor of his first victory over his former team (Gregg coached the Browns from 1975-77).

San Diego atoned for its 42-24 loss to Denver in Week Four by defeating the Broncos 34-17, thereby moving back into a three-way tie with the Broncos and the Chiefs. And the Raiders retained mathematical playoff possibilities with a 32-31 victory over Seattle, which lost quarterback Jim Zorn for the season with a broken ankle.

NEWSMAKERS

Anderson

Lomax

Payton

Rookie quarterback **Neil Lomax** completed 20 of 28 passes for 280 yards to lead St. Louis past New England. Cincinnati's **Ken Anderson** connected on 26 of 32 passes for 235 yards and four touchdowns in the Bengals' win over Cleveland.

A number of running backs had big days. Pittsburgh's **Franco Harris** rushed for 114 yards and set a new NFL record with 2,420 career carries in the Steelers' victory over Los Angeles. Buffalo's **Roland Hooks** had 109 yards and scored the winning touchdown for the second straight week as the Bills defeated Washington. Cincinnati's **Pete Johnson** rushed for 105 yards and three touchdowns in the win over Cleveland. Rookie **Freeman McNeil's** 93 yards and two touchdowns helped the Jets defeat Baltimore. San Diego's **Chuck Muncie** scored four touchdowns (he leads the NFL with 18) in the Chargers' victory over Denver. And Chicago's **Walter Payton** gained 179 yards on 38 carries in a loss to Dallas.

Green Bay wide receiver **James Lofton** caught seven passes for 159 yards and one touchdown and surpassed the 1,000-yard receiving mark for the second straight season.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	8	4	1	.654	288	248
N.Y. Jets	8	4	1	.654	290	244
Buffalo	8	5	0	.615	258	223
New England	2	11	0	.154	277	304
Baltimore	1	12	0	.077	209	437
AFC Central						
Cincinnati	10	3	0	.769	371	245
Pittsburgh	8	5	0	.615	299	229
Cleveland	5	8	0	.385	229	302
Houston	5	8	0	.385	237	294
AFC West						
Denver	8	5	0	.615	258	228
Kansas City	8	5	0	.615	313	251
San Diego	8	5	0	.615	404	329
Oakland	6	7	0	.462	227	270
Seattle	4	9	0	.308	240	321
NFC East						
Dallas	10	3	0	.769	299	241
Philadelphia	9	4	0	.692	307	185
N.Y. Giants	6	7	0	.462	252	230
St. Louis	6	7	0	.462	275	347
Washington	5	8	0	.385	264	315
NFC Central						
Detroit	7	6	0	.538	318	264
Minnesota	7	6	0	.538	303	304
Tampa Bay	7	6	0	.538	248	204
Green Bay	6	7	0	.462	255	309
Chicago	3	10	0	.231	185	285
NFC West						
San Francisco	10	3	0	.769	287	224
Atlanta	7	6	0	.538	359	280
Los Angeles	5	8	0	.385	268	295
New Orleans	4	9	0	.308	180	292

SCORES

American Football Conference
Cincinnati 41, Cleveland 21
New York Jets 25, Baltimore 0
Oakland 32, Seattle 31
San Diego 34, Denver 17

National Football Conference
Dallas 10, Chicago 9
Green Bay 35, Minnesota 23
San Francisco 17, New York Giants 10
Tampa Bay 31, New Orleans 14

Interconference Games
Atlanta 31, Houston 27
Buffalo 21, Washington 14
Detroit 27, Kansas City 10
Miami 13, Philadelphia 10
Pittsburgh 24, Los Angeles 0
St. Louis 27, New England 20
NFC, 22 victories; AFC, 20 victories

► Clockwise from top left: *Quarterback Ken Anderson—a commanding presence this year—calls the shots in Cincinnati's victory over Cleveland. Miami wide receiver Duriel Harris twists a knee with an overextended spike; his celebration followed a 17-yard touchdown reception that helped the Dolphins defeat Philadelphia 13-10. Pensive Green Bay head coach Bart Starr directs the Packers past Minnesota 35-23 to climb to within a game of the NFC Central leaders. Linebacker Carl Ekern halts Pittsburgh running back Franco Harris, who set a new NFL record for most carries in a career (2,420) in the Steelers' 24-0 victory over the Rams. Washington's defense smothers Buffalo running back Roosevelt Leaks, but the Bills claim a 21-14 victory.*

OLKEWICZ

Week Fourteen

DECEMBER 3: ONLY THREE WEEKS 'TIL CHRISTMAS AND THE PLAYOFFS

Take a deep breath. . .we're almost there.

Which isn't to say that *all* of the 20 contenders still scrambling for division championships and wild card playoff berths were breathing easier after the smoke had cleared from Week Fourteen.

In the NFC Central, however, resurgent Tampa Bay made quick use of an opportune moment (i.e., losses by Detroit and Minnesota) and defeated Atlanta 24-23 to slip into first place all alone with an 8-6 record.

You will recall that just three weeks ago the Buccaneers were treading water; they were 5-6 and had been known to occasionally bore their own head coach (see page 132).

But Tampa Bay quarterback Doug Williams and wide receiver Kevin House connected on a 71-yard scoring pass in the fourth quarter against Atlanta to provide the fifth—and final—lead change of the game and give the Buccaneers their third consecutive victory.

And isn't it funny how winning can liven up a coach's life? Does this sound like a bored man?

"It was a magnificent spectacle," said John McKay of his club's cliff-hanger win over the Falcons. "I'll tell you one thing—we can make it exciting. I just had another electrocardiagram. If I'm not going to die out there, I'm not going to die for a while."

Green Bay, on a 5-1 tear after going a moribund 2-6 in the first half of the season, evened its record—as well as Detroit's—at 7-7 by defeating the Lions 31-17.

According to quarterback Lynn Dickey, the Packers elixir has been right up front all along. "It's the offensive line," said Dickey, who passed for 279 yards and two touchdowns against the Lions. "It's been super. When I get that kind of time, I feel I can really produce."

Chicago, reduced to the role of spoiler, played the part perfectly by surprising the Vikings 10-9. The loss was Minnesota's third straight (and fifth in its last seven games) and left the Vikings, in second place behind Tampa Bay with a 7-7 record, like the Lions and Packers.

"I said a long time ago that it would go down to the last game," said Minnesota head coach Bud Grant. "It'll test our stripes."

While San Diego was losing at home to Buffalo, Denver (9-5) broke the three-way tie for first place in the AFC West by defeating Kansas City 16-13. Broncos linebacker Bob Swenson turned in the game's big play—an interception with just 1:54 left, thwarting a drive that had reached the Denver 22.

Quarterback Dan Fouts had another big day for the Chargers (he passed for 343 yards to go over the 4,000-yard mark for an unprecedented third straight season), but a fourth-quarter fumble by running back Chuck Muncie negated San Diego's late bid for victory. Final score: Buffalo 28, San Diego 27.

The Bills improved their station twofold in the AFC East. Buffalo remains one-half game behind Miami (which defeated New England 24-14), and moved one-half game ahead of the Jets, who tumbled from first to third by losing to Seattle 27-23.

Playing the Seahawks has become a private purgatory for the Jets, whose only other loss in their past 11 games came at the hands of Seattle in Week Eight. The Seahawks have now won all six games between the two teams since entering the NFL in 1976, accounting for more than one-sixth of the entire total of 34 victories in the franchise's history.

Tony Dorsett regained the NFL rushing lead and topped the 1,500-yard mark for the first time in his career by picking up 175 yards in Dallas's easy 37-13 victory over Baltimore. The Cowboys clinched a playoff spot for the seventh straight season (and the fifteenth time in the past 16 seasons) while opening up a two-game lead over Philadelphia.

Although the Eagles were trailing Washington 15-13 in their game at RFK Stadium, they worked into a position for a game-winning field goal attempt by Tony Franklin from 24 yards out with 58 seconds left to play. Only Franklin never got the chance to kick it, because holder John Sciarra bobbled the snap from center, and the Redskins ran out the clock.

"John's the most sure-handed player we have," said Dick Vermeil, "but he dropped the ball. Right now, I feel sort of snakebit."

NEWSMAKERS

Krieg

Taylor

Williams

Dave Krieg, a second-year quarterback making his first NFL start (in place of injured Jim Zorn), completed 20 of 26 passes for 264 yards in Seattle's victory over the Jets. Krieg, from tiny Milton College in Wisconsin, threw a game-winning 57-yard scoring pass to wide reciever **Steve Largent** (who had seven receptions for a career-high 169 yards) in the fourth quarter. **Doug Williams** passed for 336 yards and topped the 10,000-yard career passing mark in Tampa Bay's victory over Atlanta.

A key fourth-quarter sack and an interception with only 3:45 left in the game were among rookie linebacker **Lawrence Taylor's** contributions to the Giants' victory over Los Angeles. Another linebacker, Washington's **Monte Coleman,** returned an interception 52 yards for the winning points as the Redskins defeated Philadelphia.

Chicago wide receiver **Brian Baschnagel's** lone reception of the game—a 72-yard touchdown catch from reserve quarterback **Bob Avellini**—was the deciding factor in the Bears' 10-9 victory over Minnesota.

Cleveland running back **Mike Pruitt** rushed for a season-high 155 yards in a 17-13 loss to Houston.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	9	4	1	.679	312	262
Buffalo	9	5	0	.643	286	250
N.Y. Jets	8	5	1	.607	313	271
New England	2	12	0	.143	291	328
Baltimore	1	13	0	.071	222	474
AFC Central						
Cincinnati	10	4	0	.714	374	266
Pittsburgh	8	6	0	.571	326	259
Houston	6	8	0	.429	254	307
Cleveland	5	9	0	.357	242	319
AFC West						
Denver	9	5	0	.643	274	241
Kansas City	8	6	0	.571	326	267
San Diego	8	6	0	.571	431	357
Oakland	7	7	0	.500	257	297
Seattle	5	9	0	.357	267	344
NFC East						
Dallas	11	3	0	.786	336	254
Philadelphia	9	5	0	.643	320	200
N.Y. Giants	7	7	0	.500	262	237
St. Louis	7	7	0	.500	305	350
Washington	6	8	0	.429	279	328
NFC Central						
Tampa Bay	8	6	0	.571	272	227
Detroit	7	7	0	.500	335	295
Green Bay	7	7	0	.500	286	326
Minnesota	7	7	0	.500	312	314
Chicago	4	10	0	.286	195	294
NFC West						
San Francisco	11	3	0	.786	308	227
Atlanta	7	7	0	.500	382	204
Los Angeles	5	9	0	.357	275	305
New Orleans	4	10	0	.286	183	322

SCORES

American Football Conference

Buffalo 28, San Diego 27
Denver 16, Kansas City 13
Houston 17, Cleveland 13
Miami 24, New England 14
Oakland 30, Pittsburgh 27
Seattle 27, New York Jets 23

National Football Conference

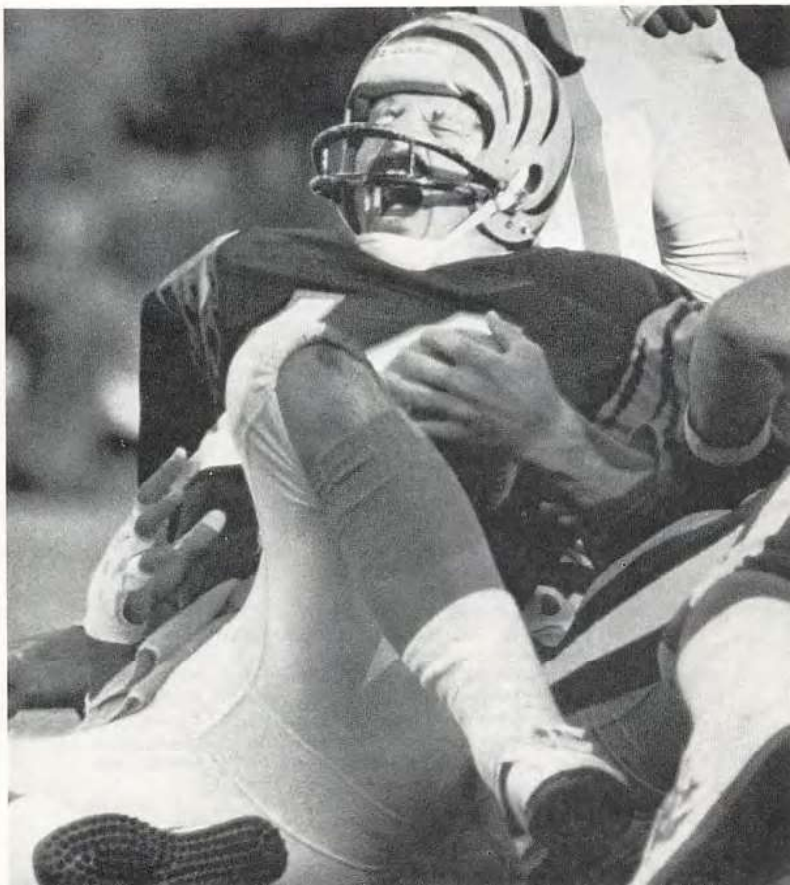
Chicago 10, Minnesota 9
Green Bay 31, Detroit 17
New York Giants 10, Los Angeles 7
St. Louis 30, New Orleans 3
Tampa Bay 24, Atlanta 23
Washington 15, Philadelphia 13

Interconference Games

Dallas 37, Baltimore 13
San Francisco 21, Cincinnati 3

NFC, 24 victories; AFC, 20 victories

►Clockwise from top left: *Chicago running back Matt Suhey finds that good things don't necessarily always come in threes, as he is engulfed by a trio of Minnesota defenders in the Bears' 10-9 victory. San Diego cornerback Allan Ellis clings to Buffalo wide receiver Jerry Butler; the Bills hold on for a 28-27 victory. Houston's Earl Campbell utilizes a bridge of prone bodies to reach the end zone for the eventual winning touchdown in the Oilers' 17-13 victory over Cleveland. Cincinnati quarterback Ken Anderson grimaces after suffering a sprained right toe, an injury that forced him to leave the Bengals' 21-3 loss to San Francisco early. Strong safety Mike Kozlowski goes 25 yards with a recovered fumble for a touchdown to help Miami defeat New England 24-14.*



Week Fifteen

DECEMBER 12: A CLEARING TREND IN THE STORMY PLAYOFF PICTURE

Watchdogs on the lookout for parity in the NFL are instructed to bypass the AFC Central; this week the Cincinnati Bengals staked incontrovertible claim as that division's new ruling team.

In one afternoon, Cincinnati (1) defeated Pittsburgh 17-10 at Three Rivers Stadium, (2) validated its 1981 playoff ticket, (3) clinched its first AFC Central title since 1973, and (4) knocked the Steelers out of the playoff picture for the second year in a row.

"When you win a game against Pittsburgh that means a championship, it's a special feeling," said Cincinnati quarterback Ken Anderson, who passed for 215 yards and two touchdowns, though slightly hobbled with a toe injury. "They've been rivals of mine for a long, long time."

Nowhere else in the NFL were things quite as clear as in the AFC Central, where Cincinnati (11-4) is in the playoffs, and Pittsburgh (8-7), Houston (6-9), and Cleveland (5-10) are out. But the rest of the AFC picture at least *began* to crystallize.

In the AFC East both Miami and Buffalo secured playoff berths with victories over Kansas City and New England, respectively. However, the Dolphins (10-4-1) and the Bills (10-5) left the business of deciding the AFC East champion for their meeting at the Orange Bowl next week.

A 14-13 victory over Cleveland on Saturday kept the New York Jets close behind in third place with a 9-5-1 record. The Jets remained alive for a wild card playoff berth—but in need of one more win to procure one. The victory by the Jets also served to knock Oakland's Super Bowl champions out of the playoff picture. The Raiders lost to Chicago 23-6.

Kansas City's 17-7 loss to Miami also extinguished its playoff hopes, but not much else was settled in the AFC West. First-place Denver (10-5) retained its one-game lead over San Diego by rolling over Seattle 23-13. The Broncos were denied a chance to clinch the division championship when the Chargers (9-6) struggled to a 24-23 victory over Tampa Bay (Rolf Benirschke's 29-yard field goal with 45 seconds left was the game-winner). That win by San Diego also prevented the Buccaneers (8-7) from clinching the NFC Central title.

Detroit left nothing to chance in its game this week by routing Minnesota 45-7 to move into a first-place tie with Tampa Bay and Green Bay, and set up a showdown with Tampa Bay at the Silverdome (where the Lions have yet to lose this season) in Week Sixteen, to decide the division title. Detroit's victory removed Minnesota (7-8) from contention.

Green Bay assured itself of at least a .500 season and stayed in the hunt for a wild card berth by defeating New Orleans 35-7. Quarterback Lynn Dickey tied a club record by throwing five touchdown passes.

Dallas won the NFC Eastern Division championship for the fifth time in the past six years with an expedient 21-10 victory over Philadelphia—the only team to interrupt the Cowboys' string (in 1980).

"This was probably the best game we've played all year," said quarterback Danny White, who passed for 264 yards and two touchdowns. "It's just a tremendous lift going into the playoffs."

Turnovers shot down the Eagles. One key was a fumbled punt at the Philadelphia 20 by John Sciarra near the end of the first half. Philadelphia had a 10-0 lead at the time, but White wound up throwing a nine-yard touchdown pass to wide receiver Tony Hill just four plays after Sciarra's fumble.

Although the game may have turned on that one play, Philadelphia head coach Dick Vermeil paid proper tribute to the Cowboys.

"Dallas was a better team...a great team," he said. "Last year I said we deserved to win [the division title]. This year they did."

Philadelphia was left to console itself with a wild card berth, which it earned when Atlanta lost to Los Angeles on Monday night.

Their deadly long-range passing game stifled by Los Angeles's superb secondary, the Falcons lost 21-16 to the Rams and dropped to 7-8. Atlanta now has only a slim mathematical chance of gaining the remaining wild card berth.

Meanwhile, in the NFC West, San Francisco satisfied its seemingly insatiable appetite for winning by defeating Houston 28-6 to improve its record to 12-3.

NEWSMAKERS

Cromwell

Fouts

Wingo

Running back **Rob Carpenter** rushed for 117 yards and one touchdown as the New York Giants kept their playoff hopes alive by beating St. Louis 20-10. Buffalo's **Joe Cribbs** gained 153 yards rushing and caught a 39-yard touchdown pass in the Bills' 19-10 victory over New England.

In his final appearance at Cleveland Stadium, 34-year-old running back **Calvin Hill,** who is retiring, caught an eight-yard touchdown pass.

Washington quarterback **Joe Theismann** completed 23 of 36 passes for 339 yards and two touchdowns as the Redskins defeated Baltimore 38-14. San Diego's **Dan Fouts** completed 33 of 49 passes for 351 yards and one touchdown in the Chargers' victory over Tampa Bay.

Green Bay linebacker **Rich Wingo** had 11 tackles to help keep the New Orleans offense in check in the Packers' 35-7 victory.

Los Angeles safety **Nolan Cromwell** returned his fifth interception of the season 94 yards to set up a touchdown in the Rams' victory against Atlanta.

Wide receiver **Leonard Thompson** scored two touchdowns in Detroit's victory over Minnesota.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	10	4	1	.700	329	269
Buffalo	10	5	0	.667	305	260
N.Y. Jets	9	5	1	.633	327	284
New England	2	13	0	.133	301	347
Baltimore	1	14	0	.067	236	512
AFC Central						
Cincinnati	11	4	0	.733	391	276
Pittsburgh	8	7	0	.533	336	276
Houston	6	9	0	.400	260	335
Cleveland	5	10	0	.333	255	333
AFC West						
Denver	10	5	0	.667	297	254
San Diego	9	6	0	.600	455	380
Kansas City	8	7	0	.533	333	284
Oakland	7	8	0	.467	263	320
Seattle	5	10	0	.333	280	367
NFC East						
Dallas	12	3	0	.800	357	264
Philadelphia	9	6	0	.600	330	221
N.Y. Giants	8	7	0	.533	282	247
St. Louis	7	8	0	.467	315	370
Washington	7	8	0	.467	317	342
NFC Central						
Detroit	8	7	0	.533	380	302
Green Bay	8	7	0	.533	295	251
Tampa Bay	8	7	0	.533	321	333
Minnesota	7	8	0	.467	319	359
Chicago	5	10	0	.333	218	300
NFC West						
San Francisco	12	3	0	.800	336	233
Atlanta	7	8	0	.467	398	325
Los Angeles	6	9	0	.400	296	321
New Orleans	4	11	0	.267	190	357

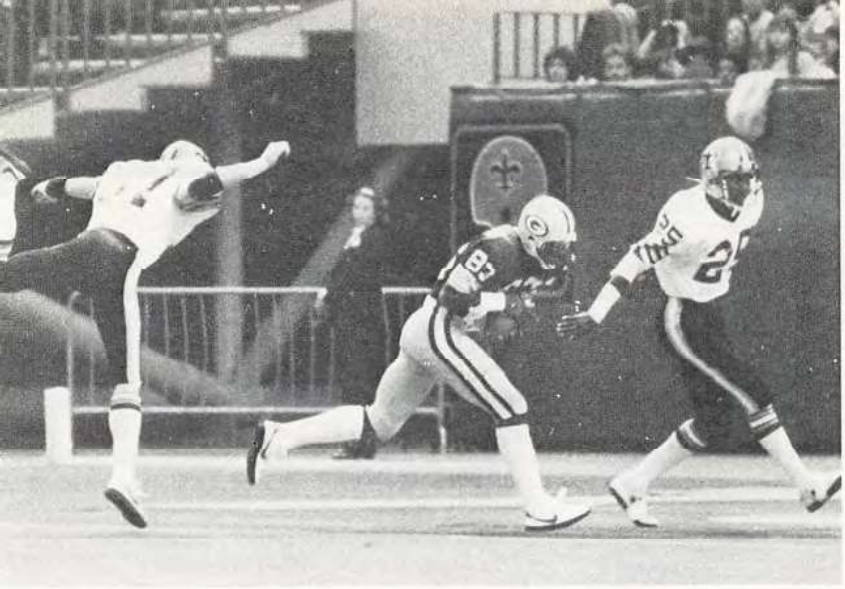
SCORES

American Football Conference
Buffalo 19, New England 10
Cincinnati 17, Pittsburgh 10
Denver 23, Seattle 13
Miami 17, Kansas City 7
New York Jets 14, Cleveland 13

National Football Conference
Dallas 21, Philadelphia 10
Detroit 45, Minnesota 7
Green Bay 35, New Orleans 7
Los Angeles 21, Atlanta 16
New York Giants 20, St. Louis 10

Interconference Games
Chicago 23, Oakland 6
San Diego 24, Tampa Bay 23
San Francisco 28, Houston 6
Washington 38, Baltimore 14
NFC, 27 victories; AFC 21 victories

► Clockwise from top left: *Green Bay wide receiver John Jefferson sneaks between New Orleans's Tommy Myers (37) and Johnnie Poe (25) for one of his two touchdown catches in the Packers' 35-7 victory. Fueled by the running and receiving of Joe Cribbs (20), Buffalo clinches a playoff berth by defeating New England 19-10. Wide receiver Steve Kreider struggles to break loose from Pittsburgh safety Donnie Shell; the Bengals clinch the AFC Central championship. Philadelphia safety Brenard Wilson tries to break up a pass to Dallas wide receiver Tony Hill; the Cowboys win the NFC East. Despite the presence of Houston linebacker Ted Washington, San Francisco quarterback Joe Montana releases his pass in time as the 49ers win again, 28-6.*



Week Sixteen

DECEMBER 19: THE PLAYOFF QUORUM ARRIVES

The NFL's sixteenth week delivered two messages. For 18 teams, it signaled midnight: next week became next year. For 10 more fortunate clubs, it brought more positive news: an invitation to the playoffs.

As it developed, one of the teams in charge of its own fate during the final weekend of regular season play was San Diego, which won its third consecutive AFC West championship by defeating Oakland 23-10 in the final game of the regular season.

The Chargers—the only 1980 divisional champion to repeat in 1981—moved into position to win the title the day before (Sunday), when Chicago surprised first-place Denver 35-24. It was the Bears' fourth victory (without a loss) over AFC West opponents.

So Denver was forced to root for the Raiders to defeat San Diego, which would have allowed the Broncos to win the championship.

San Diego, mixing the running of Chuck Muncie (94 yards) and rookie James Brooks (48 yards, including a 28-yard touchdown) with its state of the art passing attack, dealt the Raiders only their second loss ever on Monday night (against 18 wins and a tie).

San Diego and Denver finished with identical 10-6 records, but the Chargers won the division championship on the basis of a better division record (6-2) than Denver (5-3).

While San Diego was winning the AFC West, Philadelphia head coach Dick Vermeil and his staff, long after celebrating the Eagles' 38-0 victory against St. Louis on Sunday, no doubt were sequestered somewhere in the caverns of Veterans Stadium plotting strategy to defeat the New York Giants in the NFC Wild Card Game.

The Giants, who defeated Dallas 13-10 on Saturday, gained the NFC's second wild card berth on Sunday when Green Bay lost in Shea Stadium to the New York Jets—who themselves clinched the AFC's remaining wild card berth.

With NFC East champion Dallas and second-place Philadelphia (as a wild card team) already in the playoffs, the Giants had to (1) defeat the Cowboys and (2) hope for a Jets victory over Green Bay in order to win the NFC's final wild card berth.

Joe Danelo's 35-yard field goal 6:19 into overtime locked up the first half of the equation for the Giants, who finished 9-7 (after a 4-12 record a year ago). Danelo had missed three routine field goals in the game—including one earlier in overtime—but Giants head coach Ray Perkins, along with several other New York players, gave Danelo the hero treatment anyway and carried him off the field on their shoulders.

The Giants still had to hope for the Jets to beat Green Bay, which could have claimed the final NFC wild card berth with a victory. The Jets didn't disappoint. The Giants' erstwhile rivals from across the Hudson River completely dominated the Packers in a 28-3 victory that accommodated their own—as well as the Giants'—playoff aspirations.

With their Sack Exchange teeing off on Green Bay quarterback Lynn Dickey (nine sacks totaling 57 yards in losses), the Jets completely stifled the Packers' offense, permitting them a total of only 84 yards.

The Jets thus wound up in second place in the AFC East with a 10-5-1 record (they too were 4-12 a year ago), sandwiched in the standings by Miami (11-4-1), which defeated Buffalo 16-6 to win the division championship, and the Bills (10-6), who will face the Jets in the AFC Wild Card Game.

In its winner-take-all showdown with Detroit, Tampa Bay became the first visiting team to defeat the Lions at the Silverdome this season, clinching its second NFC Central championship in three years with a 20-17 victory. The win knocked Detroit out of the playoffs.

Big plays were the difference for the Buccaneers. The first was an 84-yard touchdown pass from quarterback Doug Williams to wide receiver Kevin House in the second quarter that gave Tampa Bay a 10-7 lead it nursed until halftime.

The other big play, which provided the Buccaneers with their winning points, began when defensive end Lee Roy Selmon jolted the football loose from Detroit quarterback Eric Hipple. Nose tackle Dave Logan scooped up the ball and ran 21 yards for the game's decisive touchdown.

"You might say we were lucky to win," said Tampa Bay head coach John McKay. "You might, but I wouldn't."

NEWSMAKERS

Klecko

Page

Rogers

New Orleans running back **George Rogers** gained 107 yards on 30 carries in a 21-17 loss to San Francisco to win the NFL rushing title and set a new rookie rushing record with 1,674 yards.

New York Jets defensive end **Joe Klecko** had 2½ sacks to give him a team-record 20½ for the season. Defensive tackle **Alan Page** closed out his distinguished 15-year NFL career with Minnesota and Chicago with 3½ sacks in the Bears' victory over Denver.

San Diego quarterback **Dan Fouts** broke his own NFL passing yardage record with 222 yards in the Chargers' win over Oakland, giving him a season total of 4,802.

For the second straight year, three San Diego receivers topped the 1,000-yard mark: tight end **Kellen Winslow** (88 receptions for 1,075 yards and 10 touchdowns), and wide receivers **Charlie Joiner** (70 for 1,188 and 7) and **Wes Chandler** (69 for 1,142 and 6).

NFC teams closed the season with a 28-24 record in games with AFC representatives, the first time since 1971 that the NFC has had an edge.

STANDINGS

AFC East	W	L	T	Pct.	Pts.	OP
Miami	11	4	1	.719	345	275
N.Y. Jets	10	5	1	.656	355	287
Buffalo	10	6	0	.625	311	276
Baltimore	2	14	0	.125	259	533
New England	2	14	0	.125	322	370
AFC Central						
Cincinnati	12	4	0	.750	421	304
Pittsburgh	8	8	0	.500	356	297
Houston	7	9	0	.438	281	355
Cleveland	5	11	0	.313	276	375
AFC West						
San Diego	10	6	0	.625	478	390
Denver	10	6	0	.625	321	289
Kansas City	9	7	0	.563	343	290
Oakland	7	9	0	.438	273	343
Seattle	6	10	0	.375	322	388
NFC East						
Dallas	12	4	0	.750	367	277
Philadelphia	10	6	0	.625	368	221
N.Y. Giants	9	7	0	.563	295	257
Washington	8	8	0	.500	347	349
St. Louis	7	9	0	.438	315	408
NFC Central						
Tampa Bay	9	7	0	.563	315	268
Detroit	8	8	0	.500	397	322
Green Bay	8	8	0	.500	324	361
Minnesota	7	9	0	.438	325	369
Chicago	6	10	0	.375	253	324
NFC West						
San Francisco	13	3	0	.813	357	250
Atlanta	7	9	0	.438	426	355
Los Angeles	6	10	0	.375	303	351
New Orleans	4	12	0	.250	207	378

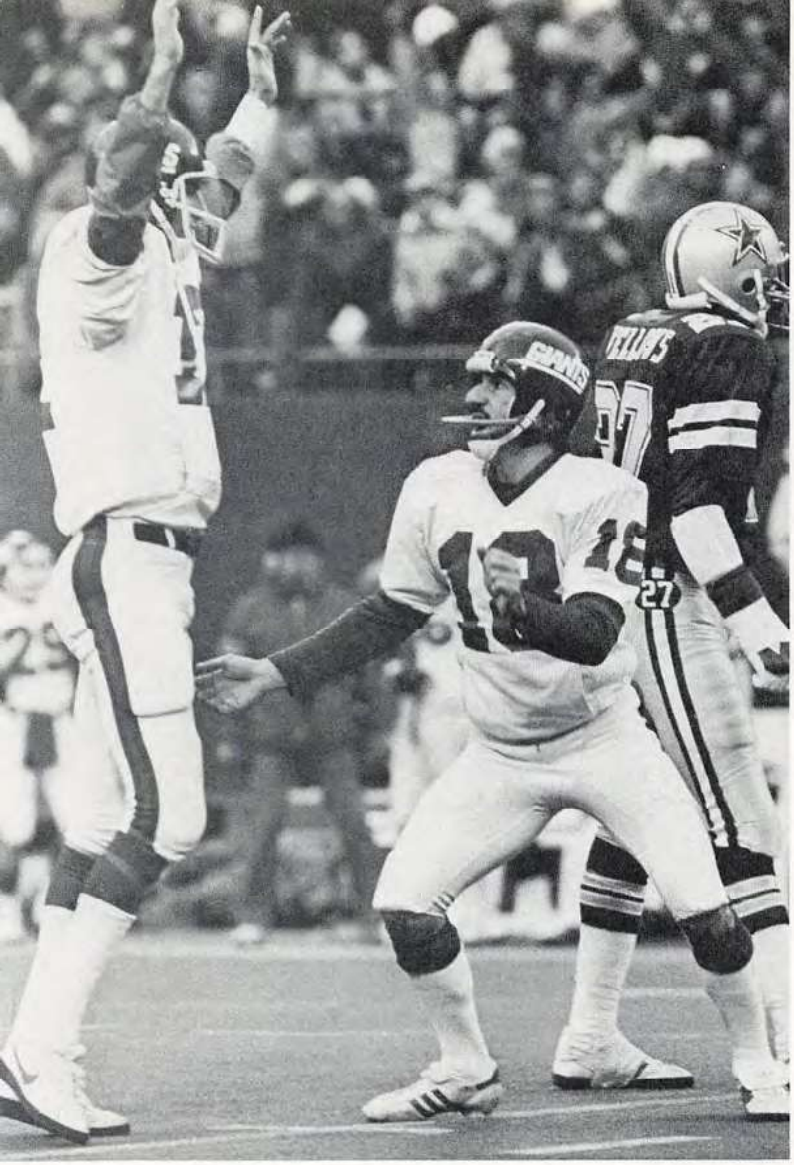
SCORES

American Football Conference
Baltimore 23, New England 21
Houston 21, Pittsburgh 20
Miami 16, Buffalo 6
San Diego 23, Oakland 10
Seattle 42, Cleveland 21

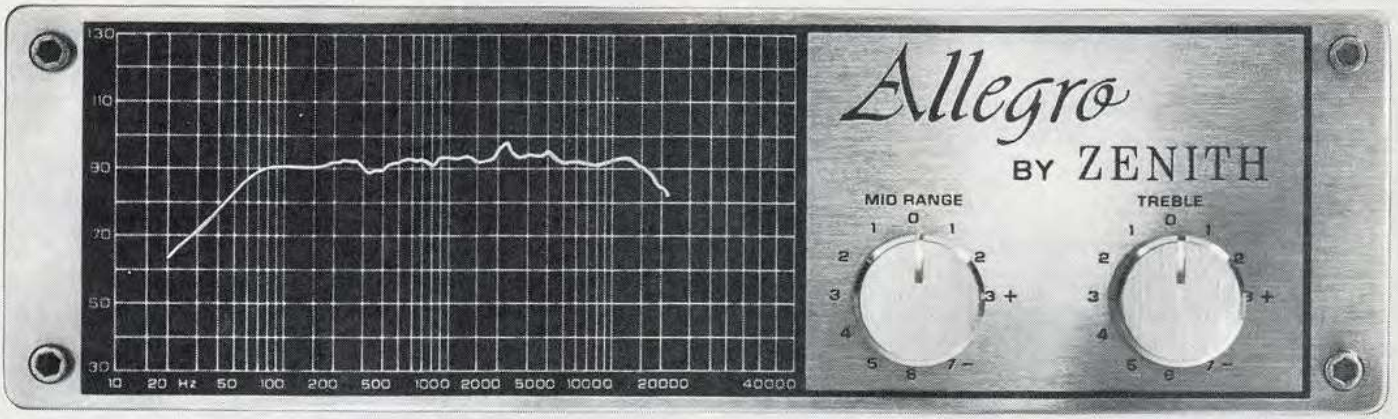
National Football Conference
New York Giants 13, Dallas 10, overtime
Philadelphia 38, St. Louis 0
San Francisco 21, New Orleans 17
Tampa Bay 20, Detroit 17
Washington 30, Los Angeles 7

Interconference Games
Chicago 35, Denver 24
Cincinnati 30, Atlanta 28
Kansas City 10, Minnesota 6
New York Jets 28, Green Bay 3
NFC, 28 victories; AFC, 24 victories

► Clockwise from top left: *The New York Giants' Scott Brunner and Joe Danelo celebrate Danelo's game-winning overtime field goal against Dallas. Houston tight end Dave Casper turned three of his six receptions against the Steelers into touchdowns; the Oilers won 21-20. A well-protected David Woodley leads Miami's 16-6 victory over Buffalo, which clinched the AFC East title for the Dolphins. Quarterback Lynn Dickey received too many visits from Jets defensive end Joe Klecko and the rest of the New York Sack Exchange; the Jets defeated the Packers 28-3 to earn a playoff berth. Chicago's Alan Page, retiring after 15 NFL seasons, goes out in style by dropping Denver quarterback Craig Morton in the Bears' 35-24 victory.*


GIANTS
COWBOYS

NOTICE OUR RESPONSE CURVE. IT DOESN'T CURVE.



What's a response curve? It's one of the primary ways an audio connoisseur judges a speaker's performance.

The flatter the curve, the more accurate the speaker is in re-creating sound. Which is why Zenith spent years developing Allegro® speakers.

As you can see by our response curve at the top of the page, Zenith Allegro speakers have an unbelievably flat response. So what comes through the speaker is amazingly close to true-to-life sound.

In fact, everything about Zenith Allegro speakers from the tweeter, to the midrange, to the woofer, to the computer designed tuned port, to the enclosure is designed to produce true-to-life sound.

Zenith's new cassette receiver systems. State-of-the-art.

These cassette receiver systems have the features you've been looking for. Quartz synthesized electronic tuning to scan stations manually or automatically. Memory on five AM and five FM stations. Front load cassette decks with damped doors and Dolby*NR to eliminate tape hiss. Metal tape capability. LED record indicators. Electronic solenoid controls that give you the light feel of professional decks.

The Zenith servo-controlled belt-driven turntable doesn't come up short in the state-of-the-art department either. It's fully-automatic, has a magnetic cartridge with diamond stylus, neon stroboscope and speed adjustment.

Zenith's new compact audio systems. Great sound for a song.

If you're looking for great sound at a very reasonable price, then look to Zenith's compact systems. They boast features like front load cassette decks with Dolby. Normal or high bias tape selection. LED record level meters. Hi filter and loudness buttons. Automatic frequency control that locks on FM stations. Detent volume, bass, treble and balance controls. And fully automatic record changers. But best of all, you can match Zenith's new compact systems to the superior sound of Zenith Allegro speakers.

So stop by your Zenith dealer and listen to the complete line of Zenith audio systems.

It could be the sound you've been listening for.

ZENITH®

The quality goes in before the name goes on.®

*TM Dolby Laboratories Licensing Corp.

AFC-NFC Wild Card Playoffs

DECEMBER 27: N.Y. JETS VS. BUFFALO; N.Y. GIANTS VS. PHILADELPHIA

BUFFALO 31, N.Y. JETS 27

The New York Jets' season-long comeback finally came down to one play.

After spotting Buffalo a 24-0 lead in the first half of the AFC Wild Card Playoff Game, the Jets closed to 31-27. They had the ball on the Buffalo 14 with just 14 seconds left in the game, their time outs spent.

As the faithful at Shea Stadium collectively held their breath, Jets quarterback Richard Todd threw his fifty-first pass of the afternoon. It sailed into the hands of Bills safety Bill Simpson.

"It was a great comeback," said Todd. "We just didn't finish it."

It also was a game of missed opportunities for New York and it started—literally—on an ominous note. Bruce Harper fumbled the game's opening kickoff, which was promptly returned 26 yards for a touchdown by Buffalo's Charles Romes.

Things quickly worsened. A 29-yard field goal by Nick Mike-Mayer was sandwiched by two touchdown passes from quarterback Joe Ferguson to wide receiver Frank Lewis.

But Todd, who was spectacular in passing for 377 yards and two touchdowns (he was intercepted four times), brought his team back. The Jets scored 27 points in only three periods; Buffalo answered with a 45-yard touchdown run by Joe Cribbs.

Simpson's big play at the finish, however, turned Cribbs's touchdown into the winning points, and allowed the Bills to advance to the AFC Divisional Playoffs.

Buffalo	17	7	0	7	—31
N.Y. Jets	0	10	3	14	—27

Buff —Romes 26 fumble recovery return (Mike-Mayer kick)
Buff —Lewis 50 pass from Ferguson (Mike-Mayer kick)
Buff —FG Mike-Mayer 29
Buff —Lewis 26 pass from Ferguson (Mike-Mayer kick)
NYJ —Shuler 30 pass from Todd (Leahy kick)
NYJ —FG Leahy 26
NYJ —FG Leahy 19
Buff —Cribbs 45 run (Mike-Mayer kick)
NYJ —B. Jones 30 pass from Todd (Leahy kick)
NYJ —Long 1 run (Leahy kick)
Attendance—57,050

N.Y. GIANTS 27, PHILADELPHIA 21

Two teams traveling on different paths (and in opposite directions) during the final stages of the regular season were pitted in the NFC Wild Card Playoff Game; the team on the high road won.

Although it had boasted a 9-2 record at one point, defending NFC champion Philadelphia faltered in the stretch, losing four of its final five games. The New York Giants, conversely, won four of their last five.

The momentum was telling both ways.

Philadelphia did everything but giftwrap two early touchdowns for the aggressive Giants, who seized a 20-0 first-quarter lead and were up 27-7 at halftime.

New York first benefited from a fumbled punt by the Eagles' Wally Henry. Six plays later, Giants quarterback Scott Brunner threw a nine-yard touchdown pass to running back Leon Bright.

Then, after wide receiver John Mistler caught a 10-yard touchdown pass, Henry bobbled the ensuing kickoff. Mark Haynes recovered the loose ball in the Eagles' end zone for another Giants touchdown.

The Eagles clawed back in the second half. Running back Wilbert Montgomery scored on a six-yard run in the third quarter, and then sliced the deficit to 27-21 by scoring a touchdown from one-yard out with two and one-half minutes left.

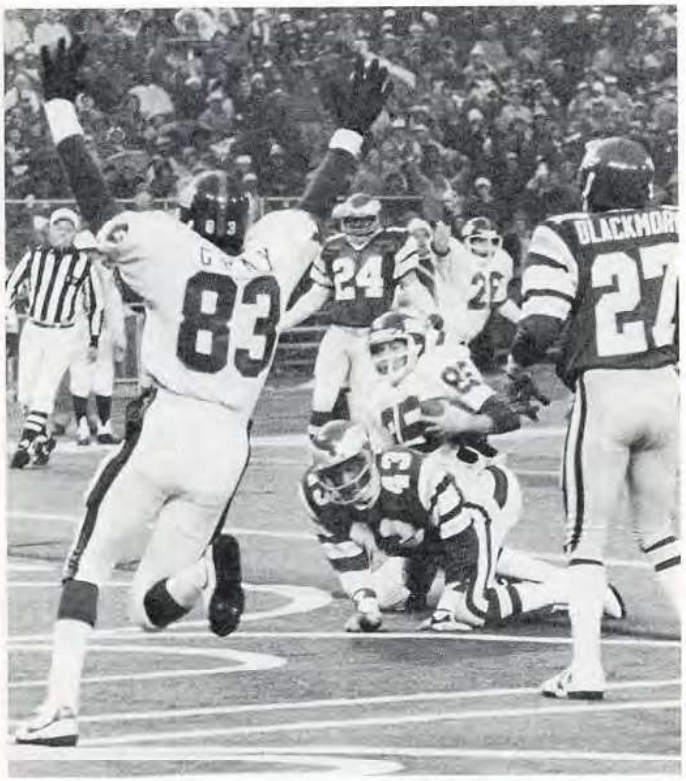
But workhorse running back Rob Carpenter, who rushed for a career high 161 yards, helped the Giants run the remaining time off the clock by pounding time after time for precious yardage—and first downs.

Afterward, New York head coach Ray Perkins needed only four words to describe the feelings of an entire city: "How sweet it is."

N.Y. Giants	20	7	0	0	—27
Philadelphia	0	7	7	7	—21

NYG—Bright 9 pass from Brunner (kick failed)
NYG—Mistler 10 pass from Brunner (Danelo kick)
NYG—Haynes recovered fumble in end zone (Danelo kick)
Phil —Carmichael 15 pass from Jaworski (Franklin kick)
NYG—Mullady 22 pass from Brunner (Danelo kick)
Phil —Montgomery 6 run (Franklin kick)
Phil —Montgomery 1 run (Franklin kick)
Attendance—71,611

Below, left: *Safety Bill Simpson's interception in the waning seconds of the game defused the Jets' final scoring threat and preserved victory for the Bills.* Right: *Wide receiver Earnest Gray (83) salutes wide receiver John Mistler's 10-yard touchdown reception in the Giants' victory over Philadelphia.*



AFC Divisional Playoffs

JANUARY 2-3: SAN DIEGO VS. MIAMI; BUFFALO VS. CINCINNATI

SAN DIEGO 41, MIAMI 38 (OT)

It was a game that will long be paid homage.

For nearly five quarters the Chargers and the Dolphins stood toe-to-toe, locked in an epic and exhausting struggle.

It began as a rout. Miami's blunders and an offensive blitzkrieg by San Diego left the Dolphins dazed *and* on the wrong end of a 24-0 score in the first quarter.

But the Dolphins came around. Head coach Don Shula replaced starting quarterback David Woodley with veteran Don Strock, and Strock lit up the Orange Bowl with the performance of his career. He completed 29 of 43 passes for 403 yards and four touchdowns, and the Dolphins roared back to draw even in the third quarter.

Miami took its first lead (38-31) on Tony Nathan's 12-yard touchdown run midway through the fourth quarter.

But San Diego once again tied the score (at 38) when quarterback Dan Fouts, who passed for 433 yards and three touchdowns, threw a nine-yard scoring toss to James Brooks with 58 seconds left in regulation.

The overtime period evolved into a desperate affair that ultimately pitted kicker Rolf Benirschke of San Diego against Miami's Uwe von Schamann.

Finally, on the fourth field goal attempt of the overtime (and his second), Benirschke connected from 29 yards with only 1:08 left.

Chargers tight end Kellen Winslow, an immense figure in the game who caught 13 passes for 166 yards and one touchdown and blocked one of von Schamann's field goal attempts, summed up the physical and emotional drain this way: "I feel like I've been to the mountain top," he said. "But, gracious, I'm not sure I looked over it."

San Diego	24	0	7	7	3	— 41
Miami	0	17	14	7	0	— 38

SD —FG Benirschke 32
SD —Chandler 56 punt return (Benirschke kick)
SD —Muncie 1 run (Benirschke kick)
SD —Brooks 8 pass from Fouts (Benirschke kick)
Mia —FG von Schamann 34
Mia —Rose 1 pass from Strock (von Schamann kick)
Mia —Nathan 25 run with lateral from Harris after 15 pass from Strock (von Schamann kick)
Mia —Rose 15 pass from Strock (von Schamann kick)
SD —Winslow 25 pass from Fouts (Benirschke kick)
Mia —Hardy 50 pass from Strock (von Schamann kick)
Mia —Nathan 12 run (von Schamann kick)
SD —Brooks 9 pass from Fouts (Benirschke kick)
SD —FG Benirschke 29
Attendance—73,735

CINCINNATI 28, BUFFALO 21

The situation: Buffalo trailed Cincinnati 28-21. A fourth-quarter drive by the Bills had stalled on the Bengals' 21. It was fourth-and-four with just 2:58 left to play.

Buffalo quarterback Joe Ferguson called time out, conferred with head coach Chuck Knox, and then returned to throw an apparent first-down pass to wide receiver Lou Piccone.

Only the Bills used too much time and were assessed with a delay of game penalty.

Now, on fourth-and-nine, Ferguson overthrew running back Roland Hooks in the end zone. The Bengals ran out the clock, clinched their first playoff victory ever, and advanced to the AFC Championship Game.

Cincinnati enjoyed a typically productive game from quarterback Ken Anderson, who completed 14 of his 21 passes for 191 yards and threw the winning touchdown—a 16-yard pass to rookie wide receiver Cris Collinsworth—at 4:21 of the fourth quarter.

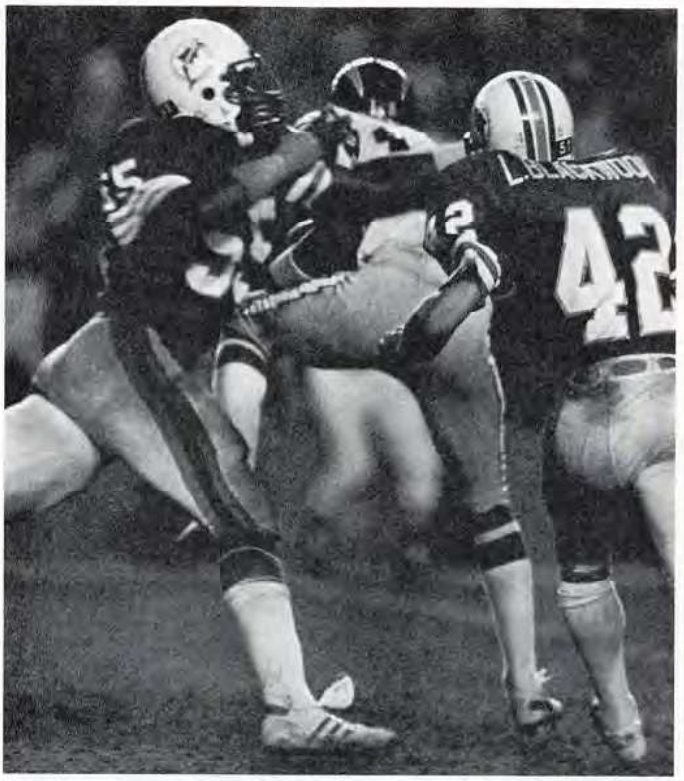
The Bengals also received an unexpected lift from Charles Alexander, who rushed for 72 yards and two touchdowns.

"This isn't the first time some hard worker like Charlie, who's usually overlooked, suddenly blossoms in the playoffs," said Bengals head coach Forrest Gregg.

Buffalo	0	7	7	7	— 21	
Cincinnati	14	0	7	7	— 28	

Cin —Alexander 4 run (Breech kick)
Cin —Johnson 1 run (Breech kick)
Buff —Cribbs 1 run (Mike-Mayer kick)
Buff —Cribbs 44 run (Mike-Mayer kick)
Cin —Alexander 10 run (Breech kick)
Buff —Butler 21 pass from Ferguson (Mike-Mayer kick)
Cin —Collinsworth 16 pass from Anderson (Breech kick)
Attendance—55,420

Below, left: *San Diego wide receiver Charlie Joiner steps in front of Miami's Earnest Rhone and Lyle Blackwood to make the critical 47-yard catch that set up the Chargers' winning field goal.* Right: *Cincinnati's Cris Collinsworth races downfield for the deciding touchdown.*



NFC Divisional Playoffs

JANUARY 2-3: TAMPA BAY VS. DALLAS; N.Y. GIANTS VS. SAN FRANCISCO

DALLAS 38, TAMPA BAY 0

It's almost as if you have to have a license to defeat Dallas in Texas Stadium.

Without one the Tampa Bay Buccaneers simply were no match for the Cowboys, who won their eighteenth straight game at home, 38-0, and advanced to the NFC Championship Game for the ninth time in the past 12 years.

Tampa Bay's offensive line caved in under an awesome siege by the Cowboys' front four of Ed (Too Tall) Jones, Harvey Martin, John Dutton, and Randy White, who took turns preying on quarterback Doug Williams. Williams was sacked four times, hounded into four interceptions, and penalized twice for intentional grounding.

"They mauled us on the line," said Tampa Bay head coach John McKay. "They just kicked the hell out of us."

The Buccaneers' defense—one of the NFL's best—experienced similar misfortune, as cooly efficient Dallas quarterback Danny White mixed the running of Tony Dorsett (16 carries for 86 yards and one touchdown) and Ron Springs (70 yards and one touchdown on 15 carries) with his own passing to help the Cowboys ring up their highest point total of the year.

Tampa Bay wide receiver Theo Bell, who was a member of the 1978 Steelers' team that defeated Dallas in Super Bowl XIII, summed up the Cowboys this way: "They look just like they did when I was in Pittsburgh," he said. "They don't have too much to prove. They just keep getting better and better. They are loaded with players with playoff experience, and you can't kid yourself. That's what it's all about and it makes a difference."

Tampa Bay	0	0	0	0	— 0
Dallas	0	10	21	7	— 38

Dall —Hill 9 pass from D. White (Septien kick)
Dall —FG Septien 32
Dall —Springs 1 run (Septien kick)
Dall —Dorsett 5 run (Septien kick)
Dall —J. Jones 5 run (Septien kick)
Dall —Newsome 1 run (Septien kick)
Attendance—68,848

SAN FRANCISCO 38, N.Y. GIANTS 24

The field at Candlestick Park was soggy, the weather inclement, and the New York Giants hardy, but only the clouds were going to rain on San Francisco's party. The 49ers—not to mention the city—had a date with Dallas in the NFC Championship Game a week hence, and they meant to keep it.

And so, clinging to a tenuous 10-7 lead early in the second quarter, the 49ers went to work.

Rookie cornerback Ronnie Lott made the first of his two interceptions to start the machinery rolling. Six plays later, quarterback Joe Montana, who passed for 304 yards in the game, lofted a 58-yard touchdown strike to wide receiver Freddie Solomon.

Then Keena Turner recovered a fumble by New York's Leon Bright on the ensuing kickoff. A few plays later, running back Ricky Patton scored on a 25-yard sweep to gain a little breathing room with a 24-7 lead.

Rather than folding, the Giants instead revealed some of the pluck that got them to the playoffs. First, they cut the 49ers' lead to 24-10 with a 48-yard field goal by Joe Danelo. Then, early in the third quarter, they pulled to within seven points when quarterback Scott Brunner threw a 59-yard scoring pass to wide receiver Johnny Perkins.

Time for the 49ers to go to work again. Reserve running back Bill Ring put them out front 31-17 with a three-yard touchdown run early in the fourth quarter, and then Lott finished the Giants when he returned his second interception of the game 20 yards for a touchdown.

N.Y. Giants	7	3	7	7	— 24
San Francisco	7	17	0	14	— 38

SF —Young 8 pass from Montana (Wersching kick)
NYG—Gray 72 pass from Brunner (Danelo kick)
SF —FG Wersching 22
SF —Solomon 58 pass from Montana (Wersching kick)
SF —Patton 25 run (Wersching kick)
NYG—FG Danelo 48
NYG—Perkins 59 pass from Brunner (Danelo kick)
SF —Ring 3 run (Wersching kick)
SF —Lott 20 interception return (Wersching kick)
NYG—Perkins 17 pass from Brunner (Danelo kick)
Attendance—58,360

Below, left: *Defensive tackle John Dutton and the Dallas front four relentlessly pursue Tampa Bay quarterback Doug Williams all day, pressuring him into mistakes.* Right: *Reserve running back Bill Ring scores on a three-yard run for the 49ers in the fourth quarter.*

AFC Championship Game

JANUARY 10: SAN DIEGO VS. CINCINNATI

CINCINNATI 27, SAN DIEGO 7

Cincinnati's 27-7 victory over San Diego for the AFC championship won't go down in history as one of the greatest games ever played.

What will make the contest memorable were the elements in which it was played: a wind chill factor somewhere in the vicinity of 59-below zero (the thermometer read 11-below at kickoff).

"This was the finest game I've ever seen a team play under such unbelievable conditions," said Bengals head coach Forrest Gregg after his team had systematically disassembled the Chargers.

Gregg had some experience playing in bitter cold. He was a member of the Green Bay Packers' team that defeated Dallas 21-17 in the 1967 NFL Championship Game. The temperature at game time that day was 13 below.

"I talked to the players before the game and I told them they were going to be uncomfortable regardless of what they did," Gregg said. "But there wasn't much they could do about it, and I said we were going to have to work in this discomfort."

There was some thought given to postponement, but NFL Commissioner Pete Rozelle finally made the decision to play the game after the coaching and medical staffs of both teams were given a list of precautions they could take to help protect the players in the sub-zero temperatures.

The Bengals wasted little time in putting the Chargers on ice. Jim Breech opened the scoring with a 31-yard field goal. Then, after Don Bass recovered James Brooks's fumble of the ensuing kickoff, quarterback Ken Anderson marched Cincinnati to a 10-0 lead. An eight-yard pass to M. L. Harris capped the 12-yard drive.

The Chargers cut the deficit to 10-7 on Dan Fouts's 33-yard screen pass to tight end Kellen Winslow.

The Bengals responded by driving to another score late in the second quarter. Pete Johnson finished the drive with a one-yard run.

Breech's 38-yard field goal and a three-yard pass from Anderson to Bass concluded the Bengals' scoring in the second half and earned the AFC Central champions a spot in Super Bowl XVI.

Those who look for turning points in the game could point to two key plays by the Bengals in the second quarter. Cornerback Louis Breeden stopped one Chargers drive by intercepting Fouts at the Cincinnati 6. Later in the period, safety Bobby Kemp killed a San Diego scoring threat by intercepting Fouts in the end zone.

Cincinnati's defense and, most certainly, the weather played dual roles in slowing the explosive San Diego offense. Fouts, who the previous week in sultry Miami had completed 33 of 53 passes for an astonishing 433 yards and three touchdowns, was only 15 for 28 and 185 yards against the Bengals. He said his biggest problem was with the wind—not the temperature.

"If you didn't throw a good spiral, you didn't have any chance at all with the wind being the way it was," he said.

For only the fourth time in 18 games this season, the Chargers ran the ball more often than they passed it, 31-28. Their 301 net yards marked their lowest output of the season.

Chuck Muncie was the game's leading rusher with 94 yards on 23 carries.

Johnson was the Bengals' top ground gainer with 80 yards on 21 attempts.

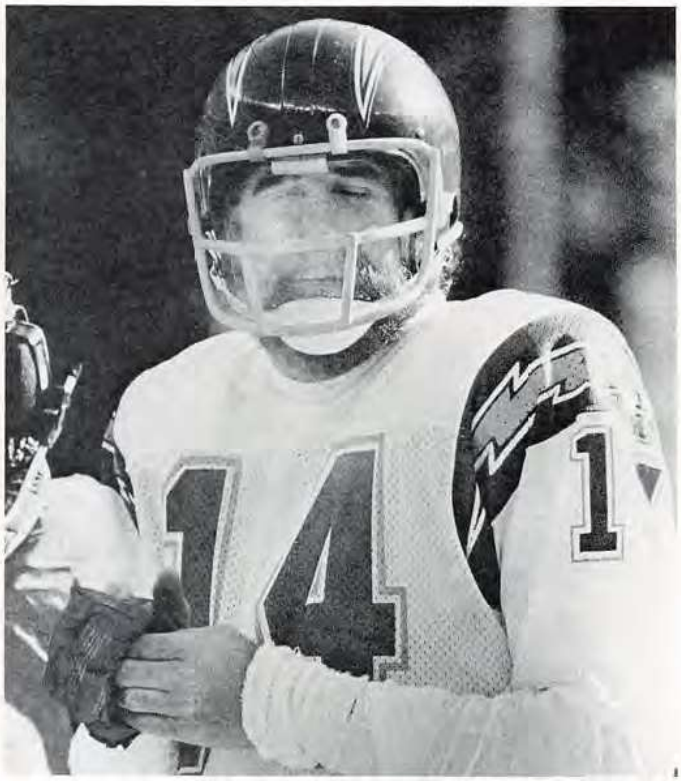
Anderson completed 14 of 22 passes for 161 yards. His favorite target was tight end Dan Ross, who had five receptions for 69 yards.

Chargers free safety Glen Edwards put the game in the best perspective. "They just executed better than we did. I don't really think the cold was that big a factor. It was just as cold for them as it was for us. They did things and we didn't. You have to give them credit." And a date in Super Bowl XVI.

San Diego	0	7	0	0	— 7
Cincinnati	10	7	3	7	—27

Cin—FG Breech 31
Cin—Harris 9 pass from Anderson (Breech kick)
SD—Winslow 33 pass from Fouts (Benirschke kick)
Cin—Johnson 1 run (Breech kick)
Cin—FG Breech 38
Cin—Bass 3 pass from Anderson (Breech kick)
Attendance—46,302

Below, left: *Ken Anderson, the NFL's top rushing quarterback, scrambles to set up a second-quarter Cincinnati touchdown.* Right: *Dan Fouts, frost clinging to his beard, seems to be thinking of warmer climes and better days as San Diego's playoff hopes vaporize in the bitter cold.*



NFC Championship Game

JANUARY 10: DALLAS VS. SAN FRANCISCO

SAN FRANCISCO 28, DALLAS 27

The weather was nearly perfect for the NFC Championship Game. The only ice on the playing field at Candlestick Park was running through the veins of Joe Montana.

The clutch San Francisco quarterback performed in this game as he had all season: brilliantly. He completed 22 of 35 passes for 286 yards and three touchdowns. Still, with 4:54 left to play, the 49ers trailed Dallas 27-21 and had the ball at their own 10.

Unlike the regular season game between the two teams—handily won by the 49ers—this was a game of shifting moods and momentum, and some uncharacteristic largesse by San Francisco, which committed six turnovers that nearly proved it's undoing.

But if Montana harbored any doubts at all about the task at hand in the fourth quarter, with the game on the line, they didn't intrude on his resolution. When he reached back for the little extra required to win championship games, he found what he needed.

First, Montana drove the 49ers from their own 11 to the Dallas 6 yard line in 12 plays that blended some hard running by reserve back Lenvil Elliott, a sharp reverse to wide receiver Freddie Solomon, and the pinpoint short passing game that made him the top-ranked quarterback in the NFC this season.

Then, on third-and-three from the 6, Montana rolled out to the right, hotly pursued by Dallas defensive tackle Larry Bethea. When he was just steps away from the sideline, and unable to throw to Solomon, the primary receiver who was blanketed near the goal line, Montana floated a rising pass to the rear of the end zone. There wide receiver Dwight Clark sprang as high and stretched as far as he could, grabbed the ball at the apex of his leap, and somehow held on for an electrifying touchdown that tied the game.

Ray Wersching's extra point gave the 49ers a 28-27 lead, but there were still 51 seconds left on the clock.

The Cowboys looked far from dead when, on their first play after receiving the kickoff, quarterback Danny White threw a 31-yard pass to wide receiver Drew Pearson. Pearson nearly broke loose, but he was dragged down at the San Francisco 44 by Eric Wright.

The 49ers, in desperate need of a big play, received one on the next snap when defensive end Lawrence Pillers stripped the ball from White, and teammate Jim Stuckey fell on it to extinguish the Cowboys' last hope.

San Francisco served notice that it was ready to play on its initial possession of the game. The 49ers drove the length of the field, to a 7-0 lead, on an eight-yard pass from Montana to Solomon.

A 44-yard field goal by Rafael Septien narrowed the margin to 7-3. After recovering a fumble by running back Bill Ring, Dallas gained a 10-7 lead on White's 26-yard touchdown pass to wide receiver Tony Hill.

San Francisco regained the lead in the second quarter when Montana, falling down as the released the ball, tossed a 20-yard scoring pass to Clark, who caught eight passes in all for 120 yards. But the Cowboys edged back in front 17-14 when Tony Dorsett scored on a five-yard run.

Following a quick exchange of turnovers late in the third quarter (the 49ers gaining possession when linebacker Bobby Leopold intercepted a tipped pass), short yardage specialist Johnny Davis scored on a two-yard burst to give San Francisco a 21-17 lead.

A 22-yard field goal by Septien early in the fourth quarter made it 21-20. Then the Cowboys went back in front 27-21 when White zipped a 21-yard pass to Doug Cosbie.

But thanks to Montana and Clark the sixth—and final—lead change belonged to the 49ers. And for the first time in their history, so did the NFC championship.

Dallas	10	7	0	10	—27
San Francisco	7	7	7	7	—28

SF —Solomon 8 pass from Montana (Wersching kick)
Dall—FG Septien 44
Dall—Hill 26 pass from White (Septien kick)
SF —Clark 20 pass from Montana (Wersching kick)
Dall—Dorsett 5 run (Septien kick)
SF —Davis 2 run (Wersching kick)
Dall—FG Septien 22
Dall—Cosbie 21 pass from White (Septien kick)
SF —Clark 6 pass from Montana (Wersching kick)
Attendance—60,525

Below, left: *With 51 seconds remaining, 49ers wide receiver Dwight Clark leaps high into the air at the back of the end zone to make a game-winning touchdown catch.* Right: *After Jim Stuckey recovered Danny White's fumble to seal the 49ers' win, Joe Montana does some leaping of his own.*

Pro Bowl

THE ROSTERS FOR THE AFC-NFC PRO BOWL

American Football Conference

OFFENSE

Wide Receivers
Steve Watson . . . . . Denver
Frank Lewis . . . . . Buffalo
Steve Largent . . . . . Seattle
Cris Collinsworth . . . . . Cincinnati

Tackles
Anthony Munoz . . . . . Cincinnati
Marvin Powell . . . . . New York Jets
Leon Gray . . . . . Houston

Guards
John Hannah . . . . . New England
Doug Wilkerson . . . . . San Diego
Ed Newman . . . . . Miami

Centers
Mike Webster . . . . . Pittsburgh
Joe Fields . . . . . New York Jets

Tight Ends
Kellen Winslow . . . . . San Diego
Ozzie Newsome . . . . . Cleveland

Quarterbacks
Ken Anderson . . . . . Cincinnati
Dan Fouts . . . . . San Diego

Running Backs
Earl Campbell . . . . . Houston
Joe Delaney . . . . . Kansas City
Chuck Muncie . . . . . San Diego
Joe Cribbs . . . . . Buffalo

DEFENSE

Ends
Mark Gastineau . . . . . New York Jets
Joe Klecko . . . . . New York Jets
Art Still . . . . . Kansas City

Tackles
Bob Baumhower . . . . . Miami
Gary Johnson . . . . . San Diego
Fred Smerlas . . . . . Buffalo

Outside Linebackers
Ted Hendricks . . . . . Oakland
Robert Brazile . . . . . Houston
Bob Swenson . . . . . Denver

Middle Linebackers
Jack Lambert . . . . . Pittsburgh
Randy Gradishar . . . . . Denver

Cornerbacks
Lester Hayes . . . . . Oakland
Mel Blount . . . . . Pittsburgh
Gary Green . . . . . Kansas City

Safeties
Donnie Shell . . . . . Pittsburgh
Gary Barbaro . . . . . Kansas City
Bill Thompson . . . . . Denver

SPECIALISTS

Punter
Pat McInally . . . . . Cincinnati

Kicker
Nick Lowery . . . . . Kansas City

Kick Return Specialist
Carl Roaches . . . . . Houston

Players are listed by position and in order of total number of votes received. Prospective starters are in italics.

National Football Conference

OFFENSE

Wide Receivers
James Lofton . . . . . Green Bay
Alfred Jenkins . . . . . Atlanta
Dwight Clark . . . . . San Francisco
Ahmad Rashad . . . . . Minnesota

Tackles
Mike Kenn . . . . . Atlanta
Pat Donovan . . . . . Dallas
Jerry Sisemore . . . . . Philadelphia

Guards
Herbert Scott . . . . . Dallas
Randy Cross . . . . . San Francisco
R.C. Thielemann . . . . . Atlanta

Centers
Rich Saul . . . . . Los Angeles
Jeff Van Note . . . . . Atlanta

Tight Ends
Jimmie Giles . . . . . Tampa Bay
Joe Senser . . . . . Minnesota

Quarterbacks
Joe Montana . . . . . San Francisco
Steve Bartkowski . . . . . Atlanta

Running Backs
Tony Dorsett . . . . . Dallas
Billy Sims . . . . . Detroit
William Andrews . . . . . Atlanta
George Rogers . . . . . New Orleans

DEFENSE

Ends
Lee Roy Selmon . . . . . Tampa Bay
Ed Jones . . . . . Dallas
Fred Dean . . . . . San Francisco

Tackles
Randy White . . . . . Dallas
Doug English . . . . . Detroit
Charlie Johnson . . . . . Philadelphia

Outside Linebackers
Lawrence Taylor . . . . . New York Giants
Matt Blair . . . . . Minnesota
Jerry Robinson . . . . . Philadelphia

Middle Linebackers
Harry Carson . . . . . New York Giants
Frank LeMaster . . . . . Philadelphia

Cornerbacks
Ronnie Lott . . . . . San Francisco
Roynell Young . . . . . Philadelphia
Everson Walls . . . . . Dallas

Safeties
Gary Fencik . . . . . Chicago
Nolan Cromwell . . . . . Los Angeles
Dwight Hicks . . . . . San Francisco

SPECIALISTS

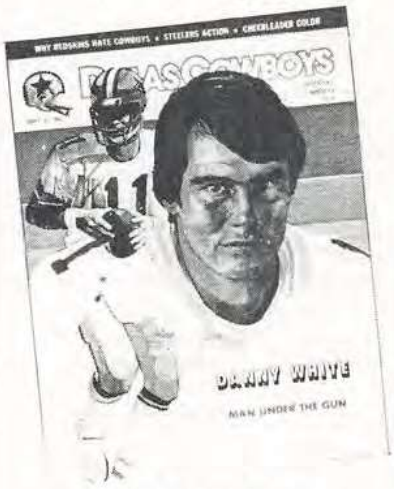
Punter
Tom Skladany . . . . . Detroit

Kicker
Rafael Septien . . . . . Dallas

Kick Return Specialist
Mike Nelms . . . . . Washington

Players are listed by position and in order of total number of votes received. Prospective starters are in italics.

The No. 1 Choice in Fan Appeal



DALLAS COWBOYS

OFFICIAL WEEKLY

A NEWSPAPER DEVOTED EXCLUSIVELY TO THE DALLAS COWBOYS

32 BIG ISSUES

26 Weekly — Training Camp thru Super Bowl
6 Monthly — February thru July

- ★ Five pages of game action pictures
- ★ The inside post-game report from the locker room
- ★ The "Ask Tex Schramm" column
- ★ The famous Cowboys Cheerleaders in color!
- ★ In depth personality features
- ★ Complete game statistics

ALL FOR ONLY $15.95

You get 32 consecutive issues, no matter when you subscribe.

Enclosed is my ☐ check ☐ money order for $15.95 for one year subscription (32 issues). ☐ $29.95 for two years. ☐ $41.95 for three years. Or charge to my credit card. SBXVI

Name _____

Address _____

City _____

State _____ Zip _____

VISA No. _____

No. _____

Mail to: **Dallas Cowboys Weekly**
6116 N. Central Exp.
Dallas, Texas 75206

Rushing

1981 NFL STATISTICAL LEADERS

LEADING RUSHERS	Att.	Yards	Avg.	Long	TDs
AFC					
Earl Campbell, Houston	361	1376	5.2	43	10
Chuck Muncie, San Diego	251	1144	4.6	73	19
Joe Delaney, Kansas City	234	1121	4.8	82	3
Mike Pruitt, Cleveland	247	1103	4.5	21	7
Joe Cribbs, Buffalo	257	1097	4.3	35	3
Pete Johnson, Cincinnati	274	1077	3.9	39	12
Franco Harris, Pittsburgh	242	987	4.1	50	8
Tony Collins, New England	204	873	4.3	29	7
Kenny King, Oakland	170	828	4.9	60	0
Tony Nathan, Miami	147	782	5.3	46	5
Curtis Dickey, Baltimore	164	779	4.8	67	7
Rick Parros, Denver	176	749	4.3	25	2
Andra Franklin, Miami	201	711	3.5	29	7
Dave Preston, Denver	183	640	3.5	23	3
Freeman McNeil, N.Y. Jets	137	623	4.5	43	2
James Hadnot, Kansas City	140	603	4.3	30	3
Randy McMillan, Baltimore	149	597	4.0	42	3
Theotis Brown, Seattle	156	583	3.7	43	8
Frank Pollard, Pittsburgh	123	570	4.6	29	2
James Brooks, San Diego	109	525	4.8	28	3
NFC					
George Rogers, New Orleans	378	1674	4.4	79	13
Tony Dorsett, Dallas	342	1646	4.8	75	4
Billy Sims, Detroit	296	1437	4.9	51	13
Wilbert Montgomery, Philadelphia	286	1402	4.9	41	8
Ottis Anderson, St. Louis	328	1376	4.2	28	9
William Andrews, Atlanta	289	1301	4.5	29	10
Walter Payton, Chicago	339	1222	3.6	39	6
Wendell Tyler, Los Angeles	260	1074	4.1	69	12
Ted Brown, Minnesota	274	1063	3.9	34	6
Joe Washington, Washington	210	916	4.4	32	4
Gerry Ellis, Green Bay	196	860	4.4	29	4
Rob Carpenter, N.Y. Giants	208	822	4.0	35	5
John Riggins, Washington	195	714	3.7	24	13
Jerry Eckwood, Tampa Bay	173	651	3.8	59	2
Ron Springs, Dallas	172	625	3.6	16	10
Ricky Patton, San Francisco	152	543	3.6	28	4
Lynn Cain, Atlanta	166	542	3.3	35	4
Matt Suhey, Chicago	150	521	3.5	26	3
Dexter Bussey, Detroit	105	446	4.2	23	0
Cullen Bryant, Los Angeles	109	436	4.0	20	1
Mike Guman, Los Angeles	115	433	3.8	18	4
Wayne Morris, St. Louis	109	417	3.8	14	5

LONGEST RUNS

AFC—82 yards, touchdown, Joe Delaney, Kansas City vs. Denver, October 18
NFC—79 yards, touchdown, George Rogers, New Orleans vs. Cleveland, October 18

BEST PERFORMANCES

AFC—193 yards, 29 attempts, one touchdown, Joe Delaney, Kansas City vs. Houston, November 15
NFC—185 yards, 28 attempts, two touchdowns, Billy Sims, Detroit vs. Denver, October 11

Tony Dorsett, Dallas Cowboys

George Rogers, New Orleans Saints

Earl Campbell, Houston Oilers

Passing

1981 NFL STATISTICAL LEADERS

LEADING PASSERS	Att.	Comp.	Pct. Comp.	Yds. Gnd	Avg. Yds. Gained	TD Pass	Pct. TD	LP	Int.	Pct. Int.	Rating
AFC											
Ken Anderson, Cincinnati	479	300	62.6	3754	7.84	29	6.1	74	10	2.1	98.5
Craig Morton, Denver	376	225	59.8	3195	8.50	21	5.6	95	14	3.7	90.6
Dan Fouts, San Diego	609	360	59.1	4802	7.89	33	5.4	67	17	2.8	90.6
Terry Bradshaw, Pittsburgh	370	201	54.3	2887	7.80	22	5.9	90	14	3.8	83.7
Jim Zorn, Seattle	397	236	59.4	2788	7.02	13	3.3	80	9	2.3	82.3
Richard Todd, N.Y. Jets	497	279	56.1	3231	6.50	25	5.0	49	13	2.6	81.8
Bert Jones, Baltimore	426	244	57.3	3094	7.26	21	4.9	61	20	4.7	76.8
Joe Ferguson, Buffalo	498	252	50.6	3652	7.33	24	4.8	67	20	4.0	74.1
David Woodley, Miami	366	191	52.2	2470	6.75	12	3.3	69	13	3.6	69.7
Ken Stabler, Houston	285	165	57.9	1983	6.98	14	4.9	71	18	6.3	69.5
Brian Sipe, Cleveland	567	313	55.2	3876	6.84	17	3.0	62	25	4.4	68.3
Jeff Kenney, Kansas City	274	147	53.6	1983	7.24	9	3.3	64	16	5.8	63.8
Steve Grogan, New England	216	117	54.2	1859	8.61	7	3.2	76	16	7.4	63.0
M. Cavanaugh, New England	219	115	52.5	1633	7.46	5	2.3	65	13	5.9	60.0
Marc Wilson, Oakland	366	173	47.3	2311	6.31	14	3.8	66	19	5.2	58.8
NFC											
Joe Montana, San Francisco	488	311	63.7	3565	7.31	19	3.9	78	12	2.5	88.2
Danny White, Dallas	391	223	57.0	3098	7.92	22	5.6	73	13	3.3	87.5
Steve Bartkowski, Atlanta	533	297	55.7	3829	7.18	30	5.6	70	23	4.3	79.2
Lynn Dickey, Green Bay	354	204	57.6	2593	7.32	17	4.8	75	15	4.2	79.1
Joe Theismann, Washington	496	293	59.1	3568	7.19	19	3.8	79	20	4.0	77.3
Doug Williams, Tampa Bay	471	238	50.5	3563	7.56	19	4.0	84	14	3.0	76.5
Phil Simms, N.Y. Giants	316	172	54.4	2031	6.43	11	3.5	80	9	2.8	74.2
Ron Jaworski, Philadelphia	461	250	54.2	3095	6.71	23	5.0	85	20	4.3	74.0
Eric Hipple, Detroit	279	140	50.2	2358	8.45	14	5.0	94	15	5.4	73.3
Tommy Kramer, Minnesota	593	322	54.3	3912	6.60	26	4.4	63	24	4.0	72.8
Jim Hart, St. Louis	241	134	55.6	1694	7.03	11	4.6	58	14	5.8	68.9
Pat Haden, Los Angeles	267	138	51.7	1815	6.80	9	3.4	67	13	4.9	64.4
A. Manning, New Orleans	232	134	57.8	1447	6.24	5	2.2	55	11	4.7	64.0
Neil Lomax, St. Louis	236	110	50.4	1575	6.67	4	1.7	75	10	4.2	60.1
Vince Evans, Chicago	436	195	44.7	2354	5.40	11	2.5	85	20	4.6	51.0

LONGEST PASS PLAYS

AFC—95 yards, touchdown, Craig Morton to Steve Watson, Denver vs. Detroit, October 11
NFC—94 yards, touchdown, Eric Hipple to Leonard Thompson, Detroit vs. Chicago, October 19

LEADING RECEIVERS	No.	Yards	Avg.	TDs
AFC				
Kellen Winslow, San Diego	88	1075	12.2	10
Steve Largent, Seattle	75	1224	16.3	9
Dan Ross, Cincinnati	71	910	12.8	5
Frank Lewis, Buffalo	70	1244	17.8	4
Charlie Joiner, San Diego	70	1188	17.0	7
Wes Chandler, San Diego	69	1142	16.6	6
Ozzie Newsome, Cleveland	69	1002	14.5	6
Cris Collinsworth, Cincinnati	67	1009	15.1	8
Greg Pruitt, Cleveland (RB)	65	636	9.8	4
John Stallworth, Pittsburgh	63	1098	17.4	5
J. T. Smith, Kansas City	63	852	13.5	2
Mike Pruitt, Cleveland (RB)	63	442	7.0	1
Steve Watson, Denver	60	1244	20.7	13
Jerry Butler, Buffalo	55	842	15.3	8
Duriel Harris, Miami	53	911	17.2	2
Derrick Ramsey, Oakland	52	674	13.0	4
Dave Preston, Denver (RB)	52	507	9.8	0
Bruce Harper, N.Y. Jets (RB)	52	459	8.8	1
NFC				
Dwight Clark, San Francisco	85	1105	13.0	4
Ted Brown, Minnesota (RB)	83	694	8.4	2
William Andrews, Atlanta (RB)	81	735	9.1	2
Joe Senser, Minnesota	79	1004	12.7	8
James Lofton, Green Bay	71	1294	18.2	8
Alfred Jenkins, Atlanta	70	1358	19.4	13
Joe Washington, Washington (RB)	70	558	8.0	3
Pat Tilley, St. Louis	66	1040	15.8	3
Sammy White, Minnesota	66	1001	15.2	3
Gerry Ellis, Green Bay (RB)	65	499	7.7	3
Harold Carmichael, Philadelphia	61	1028	16.9	6
Freddie Solomon, San Francisco	59	969	16.4	8
Ahmad Rashad, Minnesota	58	884	15.2	7
Kevin House, Tampa Bay	56	1176	21.0	9
Art Monk, Washington	56	894	16.0	6
Paul Coffman, Green Bay	55	687	12.5	4
Lynn Cain, Atlanta (RB)	55	421	7.7	2

BEST PERFORMANCES

NFC—15 receptions, 124 yards, William Andrews, Atlanta vs. Pittsburgh, November 15
AFC—13 receptions, 144 yards, five touchdowns, Kellen Winslow, San Diego vs. Oakland, November 22

LEADING INTERCEPTORS	No.	Yards	Long	TDs
AFC				
John Harris, Seattle	10	155	42	2
Darrol Ray, N.Y. Jets	7	227	64	2
Eric Harris, Kansas City	7	109	43	0
Mel Blount, Pittsburgh	6	106	50	1
Jack Lambert, Pittsburgh	6	76	31	0
NFC				
Everson Walls, Dallas	11	133	33	0
Dwight Hicks, San Francisco	9	239	72	1
Cedric Brown, Tampa Bay	9	215	81	2
Dennis Thurman, Dallas	9	187	96	0
Jimmy Allen, Detroit	9	123	34	0
Tom Pridemore, Atlanta	7	221	101	1
Ronnie Lott, San Francisco	7	117	41	3
Ken Greene, St. Louis	7	111	47	0
Michael Downs, Dallas	7	81	25	0
Mark Murphy, Washington	7	68	29	0

LONGEST INTERCEPTION RETURNS

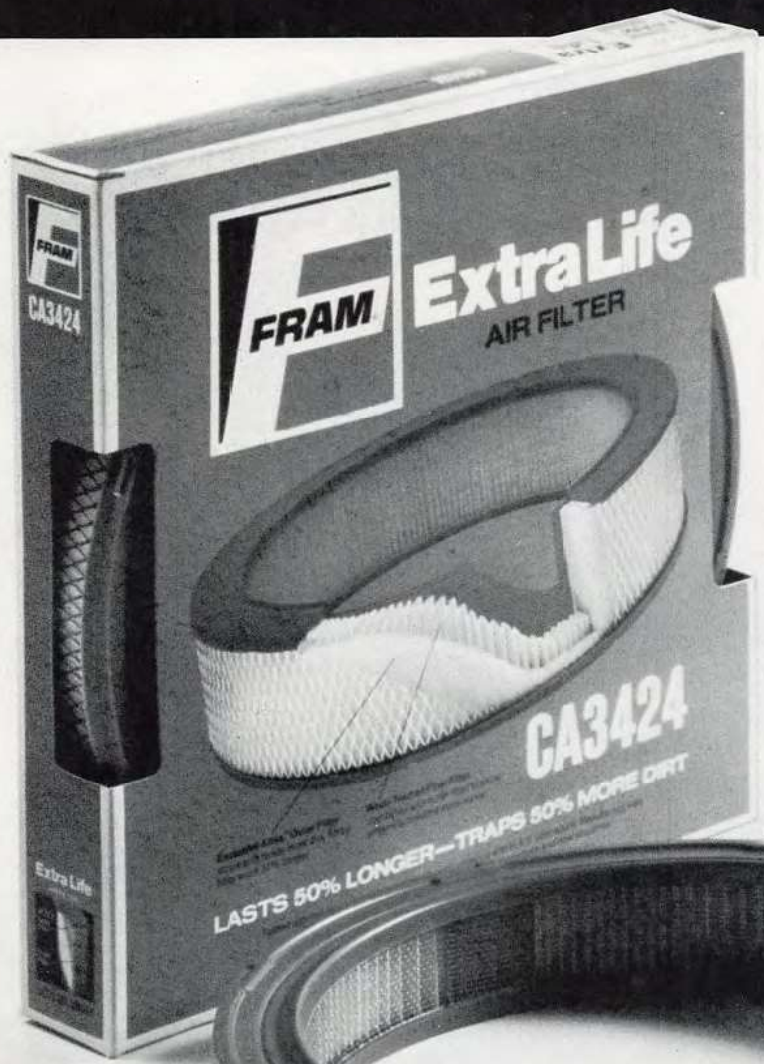
AFC—102 yards, touchdown, Louis Breeden, Cincinnati vs. San Diego, November 8
NFC—101 yards, touchdown, Tom Pridemore, Atlanta vs. San Francisco, September 20

Ken Anderson, Cincinnati Bengals

Joe Montana, San Francisco 49ers

Kellen Winslow, San Diego Chargers

FRAM'S MONEY-SAVING AIR FILTER. EXTRA LIFE. AT NO EXTRA COST.



Every time you turn around, the cost of everything seems to go up.

Including car repairs.

But there is one thing you put in your car that, comparatively speaking, actually *costs less.*

The Fram Extra Life air filter.

Inside, instead of one filter, you get two.

One traps small particles of dirt. The other holds large particles.

As a result, the Fram Extra Life holds 50% more dirt and lasts 50% longer than the old Fram single-stage filter.*

But it doesn't cost any more.

So why not switch to the Fram Extra Life? (There's a filter that fits every popular car, imported or domestic.)

You get extra protection.

Plus extra life.

At no extra cost.

FRAM Bendix Autolite

Fram and Autolite are Bendix Companies

Fram Corporation, Providence, Rhode Island 02916

*Results may vary according to car's condition, filter change interval and where and how you drive.

You need a team that will start with you and stay with you.

Exxon Office Systems is a team that will do just that. They will give winning performances in any office. Start with The Intelligent Typewriter® Series and you can stay with it because it's the first fully electronic typewriter, and it's upgradable to a functioning word processor without leaving your office.

And the Exxon Facsimile Series. It can be upgraded in 30 seconds from sending 2 pages to sending 15 and receiving 150 automatically. We also make an 18-pound portable unit that you can use anywhere there's an electric outlet and a phone.

And the Exxon Word Processor. It comes to your office pre-programmed so it already knows what to do. And it can do almost anything that has anything to do with words.

We'll start you with what you need, with equipment that can grow as your needs grow.

And everything is backed by one of the largest and most dependable service networks in the industry.

Call us at 800-327-6666, or in Florida call 1-800-432-0800 for more information. Or get in touch with your local Exxon Office Systems representative.

You'll find out why Exxon Office Systems are scoring big in offices all across America.

EXXON OFFICE SYSTEMS

Start with us. Stay with us.

RINGTHEBELL.TV on Archive.org

Scoring and Kicking

1981 NFL STATISTICAL LEADERS

LEADING SCORERS, KICKING	EP	EPA	FG	FGA	Long	TP
AFC						
Jim Breech, Cincinnati	49	51	22	32	51	115
Nick Lowery, Kansas City	37	38	26	36	52	115
Pat Leahy, N.Y. Jets	38	39	25	36	49	113
Rolf Benirschke, San Diego	55	61	19	26	52	112
Uwe von Schamann, Miami	37	38	24	31	46	109
Fred Steinfort, Denver	36	37	17	30	49	87
John Smith, New England	37	39	15	24	50	82
NFC						
Ed Murray, Detroit	46	46	25	35	53	121
Rafael Septien, Dallas	40	40	27	35	47	121
Mick Luckhurst, Atlanta	51	51	21	33	47	114
Joe Danelo, N.Y. Giants	31	31	24	38	55	103
Tony Franklin, Philadelphia	41	43	20	31	50	101
Jan Stenerud, Green Bay	35	36	22	24	53	101
Rick Danmeier, Minnesota	34	37	21	25	45	97
Mark Moseley, Washington	38	42	19	30	49	95

LEADING SCORERS, TOUCHDOWNS	TDs	Rush	Rec.	Ret.	TP
AFC					
Chuck Muncie, San Diego	19	19	0	0	114
Pete Johnson, Cincinnati	16	12	4	0	96
Steve Watson, Denver	13	0	13	0	78
Billy Jackson, Kansas City	11	10	1	0	66
Earl Campbell, Houston	10	10	0	0	60
Joe Cribbs, Buffalo	10	3	7	0	60
Curtis Dickey, Baltimore	10	7	3	0	60
Steve Largent, Seattle	10	1	9	0	60
Kellen Winslow, San Diego	10	0	10	0	60
NFC					
Wendell Tyler, Los Angeles	17	12	5	0	102
Billy Sims, Detroit	15	13	2	0	90
Alfred Jenkins, Atlanta	13	0	13	0	78
John Riggins, Washington	13	13	0	0	78
George Rogers, New Orleans	13	13	0	0	78
William Andrews, Atlanta	12	9	3	0	72
Ron Springs, Dallas	12	10	2	0	72
Wilbert Montgomery, Philadelphia	10	8	2	0	60

BEST PERFORMANCES

AFC—30 points, five touchdowns, Kellen Winslow, San Diego vs. Oakland, November 22
NFC—20 points, six field goals, two extra points, Joe Danelo, N.Y. Giants vs. Seattle, October 18

LEADING PUNTERS	No.	Yards	Long	Avg.	Touch-backs	Blkd.	Re-turned	Ret. Yds.	Inside 20	Net Avg.
AFC										
Pat McInally, Cincinnati	72	3272	62	45.4	11	1	42	416	17	36.1
Ray Guy, Oakland	96	4195	69	43.7	15	0	45	514	23	35.2
Craig Colquitt, Pittsburgh	84	3641	74	43.3	16	0	34	358	25	35.3
Steve Cox, Cleveland	68	2884	66	42.4	12	2	30	253	11	34.2
Rich Camarillo, New England	47	1959	75	41.7	9	0	20	209	12	33.4
George Roberts, San Diego	62	2540	61	41.0	7	1	31	168	16	35.4
Tom Orosz, Miami	83	3386	61	40.8	11	0	45	286	21	34.7
Chuck Ramsey, N.Y. Jets	81	3290	65	40.6	13	0	31	149	27	35.6
Luke Prestridge, Denver	86	3478	67	40.4	5	0	46	388	20	34.8
Cliff Parsley, Houston	79	3137	62	39.7	3	0	47	360	17	34.4
Greg Cater, Buffalo	80	3175	71	39.7	12	0	34	220	16	33.9
Mike Garrett, Baltimore	78	3071	57	39.4	2	0	44	402	11	33.7
Jeff West, Seattle	66	2578	56	39.1	2	0	33	153	13	36.1
Bob Grupp, Kansas City	41	1556	57	38.0	1	0	26	165	5	33.4
NFC										
Tom Skladany, Detroit	64	2784	74	43.5	5	0	39	299	21	37.3
Dave Jennings, N.Y. Giants	97	4198	62	43.3	12	0	61	561	19	35.0
Larry Swider, Tampa Bay	58	2476	62	42.7	4	2	39	409	13	33.1
Frank Corral, Los Angeles	89	3735	67	42.0	3	0	52	481	19	35.9
Carl Birdsong, St. Louis	69	2883	75	41.8	8	0	37	276	18	35.5
Jim Miller, San Francisco	93	3858	65	41.5	15	0	57	664	14	31.1
Greg Coleman, Minnesota	88	3646	73	41.4	11	0	46	399	17	34.4
Danny White, Dallas	79	3222	60	40.8	7	0	38	231	19	36.1
Max Runager, Philadelphia	63	2567	64	40.7	6	0	34	246	18	34.9
John James, Atlanta	87	3543	62	40.7	5	1	59	577	13	32.6
Ray Stachowicz, Green Bay	82	3330	72	40.6	9	2	50	511	16	31.4
Russell Erxleben, New Orleans	66	2672	60	40.5	6	0	36	282	11	34.4
Mike Connell, Washington	73	2923	57	40.0	5	0	50	388	13	33.4
Bob Parsons, Chicago	114	4531	55	39.7	7	0	66	594	31	33.3

LONGEST PUNTS

AFC—75 yards, Rich Camarillo, New England vs. Oakland, November 1
NFC—75 yards, Carl Birdsong, St. Louis vs. Philadelphia, December 20

LEADING PUNT RETURNERS	No.	Yards	Avg.	Long	TDs
AFC					
James Brooks, San Diego	22	290	13.2	42	0
Paul Johns, Seattle	16	177	11.1	34	0
J. T. Smith, Kansas City	50	528	10.6	62	0
Tommy Vigorito, Miami	36	379	10.5	87	1
Larry Anderson, Pittsburgh	20	208	10.4	33	0
Wade Manning, Denver	41	378	9.2	39	0
Roland Hooks, Buffalo	17	142	8.4	25	0
Ted Watts, Oakland	35	284	8.1	52	1
Mike Fuller, Cincinnati	23	177	7.7	34	0
Carl Roaches, Houston	39	296	7.6	40	0
Bruce Harper, N.Y. Jets	35	265	7.6	46	0
Dino Hall, Cleveland	33	248	7.5	40	0
NFC					
LeRoy Irvin, Los Angeles	46	615	13.4	84	3
Jeff Fisher, Chicago	43	509	11.8	88	1
Jeff Groth, New Orleans	37	436	11.8	36	0
Mike Nelms, Washington	45	492	10.9	75	2
Stump Mitchell, St. Louis	42	445	10.6	50	1
Mark Lee, Green Bay	20	187	9.4	94	1
Dwight Hicks, San Francisco	19	171	9.0	39	0
Robbie Martin, Detroit	52	450	8.7	45	1
Scott Woerner, Atlanta	33	278	8.4	38	0
Eddie Payton, Minnesota	38	303	8.0	13	0
Leon Bright, N.Y. Giants	52	410	7.9	55	0
Wally Henry, Philadelphia	54	396	7.3	52	0

LONGEST PUNT RETURNS

NFC—94 yards, touchdown, Mark Lee, Green Bay vs. N.Y. Giants, October 8
AFC—87 yards, touchdown, Tommy Vigorito, Miami vs. Pittsburgh, September 10

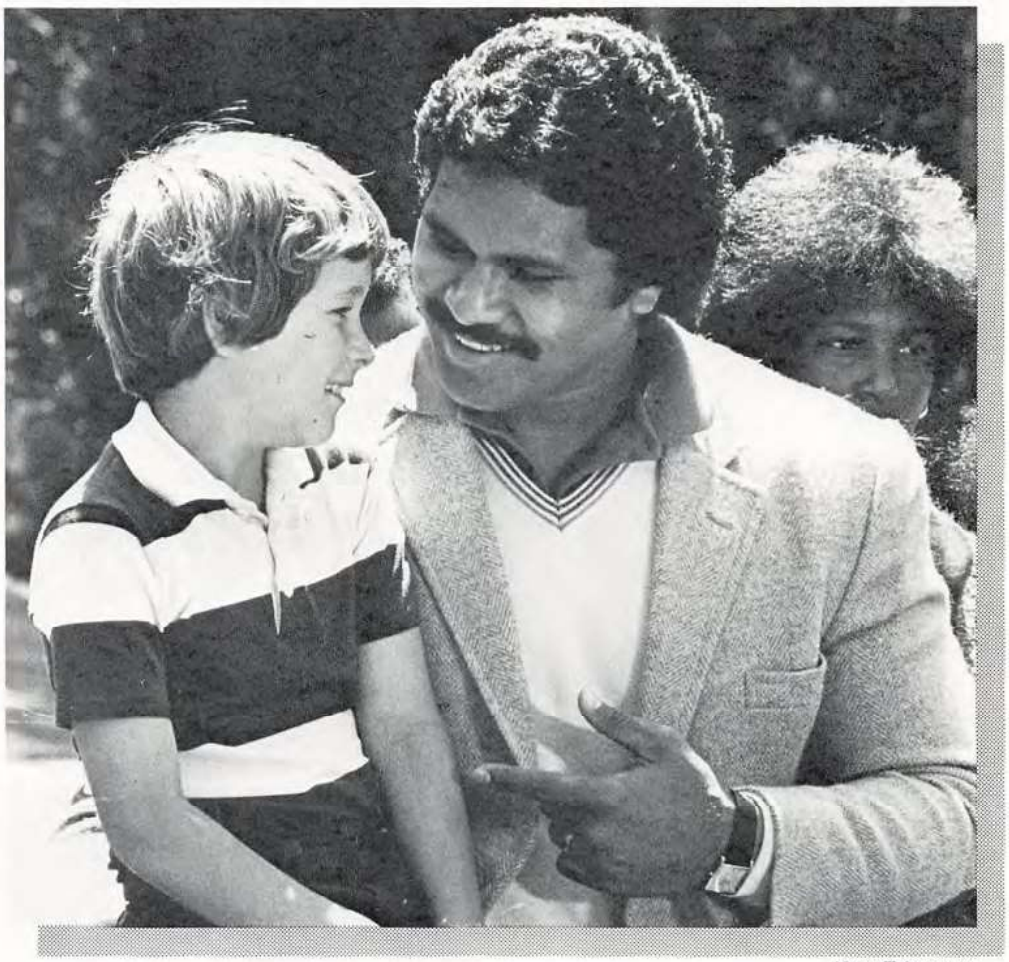
Rafael Septien, Dallas Cowboys

Pat McInally, Cincinnati Bengals

LEADING KICKOFF RETURNERS	No.	Yards	Avg.	Long	TDs
AFC					
Carl Roaches, Houston	28	769	27.5	96	1
Fulton Walker, Miami	38	932	24.5	90	1
Willie Tullis, Houston	32	779	24.3	95	1
David Verser, Cincinnati	29	691	23.8	78	0
James Brooks, San Diego	40	949	23.7	47	0
James Murphy, Kansas City	20	457	22.9	46	0
Dino Hall, Cleveland	36	813	22.6	48	0
Arthur Whittington, Oakland	25	563	22.5	47	0
Cleotha Montgomery, Oakland	17	382	22.5	38	0
NFC					
Mike Nelms, Washington	37	1099	29.7	84	0
Amos Lawrence, San Francisco	17	437	25.7	92	1
Reggie Smith, Atlanta	47	1143	24.3	52	0
Stump Mitchell, St. Louis	55	1292	23.5	67	0
Wayne Wilson, New Orleans	31	722	23.3	57	0
Eddie Payton, Minnesota	39	898	23.0	99	1
Alvin Garrett, Washington	18	401	22.3	35	0
Jimmy Rogers, New Orleans	28	621	22.2	44	0
Wally Henry, Philadelphia	25	533	21.3	43	0

LONGEST KICKOFF RETURNS

NFC—99 yards, touchdown, Eddie Payton, Minnesota vs. Oakland, September 14
AFC—96 yards, touchdown, Carl Roaches, Houston vs. Cincinnati, October 4



Manu Tuiasosopo

"THANK YOU"

For the past eight years you've seen special United Way television messages during NFL games. You know, the ones where players like Manu Tuiasosopo explain how your gift to United Way goes to help people in your community.

United Way

United Way, our volunteers and the millions of people we help each year want to take a time out to say thank you.

Thank you NFL. Thank you players. Thank you teams. And thank you football fans. Because . . . . .

thanks to you, it works, for ALL OF US.

RINGTHEBELL.TV on Archive.org

Space for this ad donated by the National Football League as a public service.

1981 AFC Results

*Overtime

BALTIMORE COLTS

Sept. 6 — at New England	29-28
Sept. 13 — BUFFALO	3-35
Sept. 20 — at Denver	10-28
Sept. 27 — MIAMI	28-31
Oct. 4 — at Buffalo	17-23
Oct. 11 — CINCINNATI	19-41
Oct. 18 — SAN DIEGO	14-43
Oct. 25 — at Cleveland	28-42
Nov. 1 — at Miami	10-27
Nov. 8 — NEW YORK JETS	14-41
Nov. 15 — at Philadelphia	13-38
Nov. 22 — ST. LOUIS	24-35
Nov. 29 — at New York Jets	0-25
Dec. 6 — DALLAS	13-37
Dec. 13 — at Washington	14-38
Dec. 20 — NEW ENGLAND	23-21
W 2 L 14	**259-533**

BUFFALO BILLS

Sept. 6 — NEW YORK JETS	31-0
Sept. 13 — at Baltimore	35-3
Sept. 17 — PHILADELPHIA (Thurs.)	14-20
Sept. 27 — at Cincinnati*	24-27
Oct. 4 — BALTIMORE	23-17
Oct. 12 — MIAMI (Mon.)	31-21
Oct. 18 — at New York Jets	14-33
Oct. 25 — DENVER	9-7
Nov. 1 — CLEVELAND	22-13
Nov. 9 — at Dallas (Mon.)	14-27
Nov. 15 — at St. Louis	0-24
Nov. 22 — NEW ENGLAND	20-17
Nov. 29 — WASHINGTON	21-14
Dec. 6 — at San Diego	28-27
Dec. 13 — at New England	19-10
Dec. 19 — at Miami (Sat.)	6-16
W 10 L 6	**311-276**

CINCINNATI BENGALS

Sept. 6 — SEATTLE	27-21
Sept. 13 — at New York Jets	31-30
Sept. 20 — CLEVELAND	17-20
Sept. 27 — BUFFALO*	27-24
Oct. 4 — at Houston	10-17
Oct. 11 — at Baltimore	41-19
Oct. 18 — PITTSBURGH	34-7
Oct. 25 — at New Orleans	7-17
Nov. 1 — HOUSTON	34-21
Nov. 8 — at San Diego	40-17
Nov. 15 — LOS ANGELES	24-10
Nov. 22 — DENVER	38-21
Nov. 29 — at Cleveland	41-21
Dec. 6 — SAN FRANCISCO	3-21
Dec. 13 — at Pittsburgh	17-10
Dec. 20 — at Atlanta	30-28
W 12 L 4	**421-304**

CLEVELAND BROWNS

Sept. 7 — SAN DIEGO (Mon.)	14-44
Sept. 13 — HOUSTON	3-9
Sept. 20 — at Cincinnati	20-17
Sept. 27 — ATLANTA	28-17
Oct. 4 — at Los Angeles	16-27
Oct. 11 — at Pittsburgh	7-13
Oct. 18 — NEW ORLEANS	20-17
Oct. 25 — BALTIMORE	42-28
Nov. 1 — at Buffalo	13-22
Nov. 8 — at Denver*	20-23
Nov. 15 — at San Francisco	15-12
Nov. 22 — PITTSBURGH	10-32
Nov. 29 — CINCINNATI	21-41
Dec. 3 — at Houston (Thurs)	13-17
Dec. 12 — NEW YORK JETS (Sat.)	13-14
Dec. 20 — at Seattle	21-42
W 5 L 11	**276-375**

DENVER BRONCOS

Sept. 6 — OAKLAND	9-7
Sept. 13 — at Seattle	10-13
Sept. 20 — BALTIMORE	28-10
Sept. 27 — SAN DIEGO	42-24
Oct. 4 — at Oakland	17-0
Oct. 11 — DETROIT	27-21
Oct. 18 — at Kansas City	14-28
Oct. 25 — at Buffalo	7-9
Nov. 2 — MINNESOTA (Mon.)	19-17
Nov. 8 — CLEVELAND*	23-20
Nov. 15 — at Tampa Bay	24-7
Nov. 22 — at Cincinnati	21-38
Nov. 29 — at San Diego	17-34
Dec. 6 — KANSAS CITY	16-13
Dec. 13 — SEATTLE	13-38
Dec. 20 — at Chicago	24-35
W 10 L 6	**321-289**

HOUSTON OILERS

Sept. 6 — at Los Angeles	27-20
Sept. 13 — at Cleveland	9-3
Sept. 20 — MIAMI	10-16
Sept. 27 — at New York Jets	17-33
Oct. 4 — CINCINNATI	17-10*
Oct. 11 — SEATTLE	35-17
Oct. 18 — at New England	10-38
Oct. 26 — at Pittsburgh (Mon.)	13-26
Nov. 1 — at Cincinnati	21-34
Nov. 8 — OAKLAND	17-16
Nov. 15 — at Kansas City	10-23
Nov. 22 — NEW ORLEANS	24-27
Nov. 29 — ATLANTA	27-31
Dec. 3 — CLEVELAND (Thurs.)	17-13
Dec. 13 — at San Francisco	6-28
Dec. 20 — PITTSBURGH	21-20
W 7 L 9	**281-355**

KANSAS CITY CHIEFS

Sept. 6 — at Pittsburgh	37-33
Sept. 13 — TAMPA BAY	19-10
Sept. 20 — SAN DIEGO	31-42
Sept. 27 — at Seattle	20-14
Oct. 4 — at New England	17-33
Oct. 11 — OAKLAND	27-0
Oct. 18 — DENVER	28-14
Oct. 25 — at Oakland	28-17
Nov. 1 — at San Diego	20-22
Nov. 8 — CHICAGO*	13-16
Nov. 15 — HOUSTON	23-10
Nov. 22 — SEATTLE	40-13
Nov. 26 — at Detroit (Thanks.)	10-27
Dec. 6 — at Denver	13-16
Dec. 13 — MIAMI	7-17
Dec. 20 — at Minnesota	10-6
W 9 L 7	**343-290**

MIAMI DOLPHINS

Sept. 6 — at St. Louis	20-7
Sept. 10 — PITTSBURGH (Thurs.)	30-10
Sept. 20 — at Houston	16-10
Sept. 27 — at Baltimore	31-28
Oct. 4 — NEW YORK JETS*	28-28
Oct. 12 — at Buffalo (Mon.)	21-31
Oct. 18 — WASHINGTON	13-10
Oct. 25 — at Dallas	27-28
Nov. 1 — BALTIMORE	27-10
Nov. 8 — at New England*	30-27
Nov. 15 — OAKLAND	17-33
Nov. 22 — at New York Jets	15-16
Nov. 30 — PHILADELPHIA (Mon.)	13-10
Dec. 6 — NEW ENGLAND	24-14
Dec. 13 — at Kansas City	17-7
Dec. 19 — BUFFALO (Sat.)	16-6
W 11 L 4 T 1	**345-275**

NEW ENGLAND PATRIOTS

Sept. 6 — BALTIMORE	28-29
Sept. 13 — at Philadelphia	3-13
Sept. 21 — DALLAS (Mon.)	21-35
Sept. 27 — at Pittsburgh*	21-27
Oct. 4 — KANSAS CITY	33-17
Oct. 11 — at New York Jets	24-28
Oct. 18 — HOUSTON	38-10
Oct. 25 — at Washington	22-24
Nov. 1 — at Oakland	17-27
Nov. 8 — MIAMI*	27-30
Nov. 15 — NEW YORK JETS	6-17
Nov. 22 — at Buffalo	17-20
Nov. 29 — ST. LOUIS	20-27
Dec. 6 — at Miami	14-24
Dec. 13 — BUFFALO	10-19
Dec. 20 — at Baltimore	21-23
W 2 L 14	**322-370**

NEW YORK JETS

Sept. 6 — at Buffalo	0-31
Sept. 13 — CINCINNATI	30-31
Sept. 20 — at Pittsburgh	10-38
Sept. 27 — HOUSTON	33-17
Oct. 4 — at Miami*	28-28
Oct. 11 — NEW ENGLAND	28-24
Oct. 18 — BUFFALO	33-14
Oct. 25 — SEATTLE	3-19
Nov. 1 — at New York Giants	26-7
Nov. 8 — at Baltimore	41-14
Nov. 15 — at New England	17-6
Nov. 22 — MIAMI	16-15
Nov. 29 — BALTIMORE	25-0
Dec. 6 — at Seattle	23-27
Dec. 12 — at Cleveland (Sat.)	14-13
Dec. 20 — GREEN BAY	28-3
W 10 L 5 T 1	**355-287**

OAKLAND RAIDERS

Sept. 6 — at Denver	7-9
Sept. 14 — at Minnesota (Mon.)	36-10
Sept. 20 — SEATTLE	20-10
Sept. 27 — at Detroit	0-16
Oct. 4 — DENVER	0-17
Oct. 11 — at Kansas City	0-27
Oct. 18 — TAMPA BAY	18-16
Oct. 25 — KANSAS CITY	17-28
Nov. 1 — NEW ENGLAND	27-17
Nov. 8 — at Houston	16-17
Nov. 15 — at Miami	33-17
Nov. 22 — SAN DIEGO	21-55
Nov. 29 — at Seattle	32-31
Dec. 7 — PITTSBURGH (Mon.)	30-27
Dec. 13 — CHICAGO	6-23
Dec. 21 — at San Diego (Mon.)	10-23
W 7 L 9	**273-343**

PITTSBURGH STEELERS

Sept. 6 — KANSAS CITY	33-37
Sept. 10 — at Miami (Thurs.)	10-30
Sept. 20 — NEW YORK JETS	38-10
Sept. 27 — NEW ENGLAND*	27-21
Oct. 4 — at New Orleans	20-6
Oct. 11 — CLEVELAND	13-7
Oct. 18 — at Cincinnati	7-34
Oct. 26 — HOUSTON (Mon.)	26-13
Nov. 1 — SAN FRANCISCO	14-17
Nov. 8 — at Seattle	21-24
Nov. 15 — at Atlanta	34-20
Nov. 22 — at Cleveland	32-10
Nov. 29 — LOS ANGELES	24-0
Dec. 7 — at Oakland (Mon.)	27-30
Dec. 13 — CINCINNATI	10-17
Dec. 20 — at Houston	20-21
W 8 L 8	**356-297**

SAN DIEGO CHARGERS

Sept. 7 — at Cleveland (Mon.)	44-14
Sept. 13 — DETROIT	28-23
Sept. 20 — at Kansas City	42-31
Sept. 27 — at Denver	24-42
Oct. 4 — SEATTLE	24-10
Oct. 11 — MINNESOTA	31-33
Oct. 18 — at Baltimore	43-14
Oct. 25 — at Chicago*	17-20
Nov. 1 — KANSAS CITY	22-20
Nov. 8 — CINCINNATI	17-40
Nov. 16 — at Seattle (Mon.)	23-44
Nov. 22 — at Oakland	55-21
Nov. 29 — DENVER	34-17
Dec. 6 — BUFFALO	27-28
Dec. 13 — at Tampa Bay	24-23
Dec. 21 — OAKLAND (Mon.)	23-10
W 10 L 6	**478-390**

SEATTLE SEAHAWKS

Sept. 6 — at Cincinnati	21-27
Sept. 13 — DENVER	13-10
Sept. 20 — at Oakland	10-20
Sept. 27 — KANSAS CITY	14-20
Oct. 4 — at San Diego	10-24
Oct. 11 — at Houston	17-35
Oct. 18 — NEW YORK GIANTS	0-32
Oct. 25 — at New York Jets	19-3
Nov. 1 — at Green Bay	24-34
Nov. 8 — PITTSBURGH	24-21
Nov. 16 — SAN DIEGO (Mon.)	44-23
Nov. 22 — at Kansas City	13-40
Nov. 29 — OAKLAND	31-32
Dec. 6 — NEW YORK JETS	27-23
Dec. 13 — at Denver	13-38
Dec. 20 — CLEVELAND	42-21
W 6 L 10	**322-388**

AMERICAN FOOTBALL CONFERENCE STANDINGS

Eastern Division

	W	L	T	Pct.	Pts.	OP
Miami	11	4	1	.719	345	275
N.Y. Jets	10	5	1	.656	355	287
Buffalo	10	6	0	.625	311	276
Baltimore	2	14	0	.125	259	533
New England	2	14	0	.125	322	370

Central Division

	W	L	T	Pct.	Pts.	OP
Cincinnati	12	4	0	.750	421	304
Pittsburgh	8	8	0	.500	356	297
Houston	7	9	0	.438	281	355
Cleveland	5	11	0	.313	276	375

Western Division

	W	L	T	Pct.	Pts.	OP
San Diego	10	6	0	.625	478	390
Denver	10	6	0	.625	321	289
Kansas City	9	7	0	.563	343	290
Oakland	7	9	0	.438	273	343
Seattle	6	10	0	.375	322	388

Wild Card Game
Buffalo 31, N.Y. Jets 27

Divisional Playoffs
San Diego 41, Miami 38 (OT)
Cincinnati 28, Buffalo 21

Championship Game
Cincinnati 27, San Diego 7

1981 NFC Results

*Overtime

ATLANTA FALCONS

Sept. 6 — NEW ORLEANS	27-0
Sept. 13 — at Green Bay	31-17
Sept. 20 — SAN FRANCISCO	34-17
Sept. 27 — at Cleveland	17-28
Oct. 5 — at Philadelphia (Mon.)	13-16
Oct. 11 — LOS ANGELES	35-37
Oct. 18 — ST. LOUIS	41-20
Oct. 25 — NEW YORK GIANTS*	24-27
Nov. 1 — at New Orleans	41-10
Nov. 8 — at San Francisco	14-17
Nov. 15 — PITTSBURGH	20-34
Nov. 23 — MINNESOTA (Mon.)	31-30
Nov. 29 — at Houston	31-27
Dec. 6 — at Tampa Bay	23-24
Dec. 14 — at Los Angeles (Mon.)	16-21
Dec. 20 — CINCINNATI	30-28
W 7 L 9	**426-355**

CHICAGO BEARS

Sept. 6 — GREEN BAY	9-16
Sept. 13 — at San Francisco	17-28
Sept. 20 — TAMPA BAY	28-17
Sept. 28 — LOS ANGELES (Mon.)	7-24
Oct. 4 — at Minnesota	21-24
Oct. 11 — WASHINGTON	7-24
Oct. 19 — at Detroit (Mon.)	17-48
Oct. 25 — SAN DIEGO*	20-17
Nov. 1 — at Tampa Bay	10-20
Nov. 8 — at Kansas City*	16-13
Nov. 15 — at Green Bay	17-21
Nov. 22 — DETROIT	7-23
Nov. 26 — at Dallas (Thanks.)	9-10
Dec. 6 — MINNESOTA	10-9
Dec. 13 — at Oakland	23-6
Dec. 20 — DENVER	35-24
W 6 L 10	**253-324**

DALLAS COWBOYS

Sept. 6 — at Washington	26-10
Sept. 13 — ST. LOUIS	30-17
Sept. 21 — at New England (Mon.)	35-21
Sept. 27 — NEW YORK GIANTS	18-10
Oct. 4 — at St. Louis	17-20
Oct. 11 — at San Francisco	14-45
Oct. 18 — LOS ANGELES	29-17
Oct. 25 — MIAMI	28-27
Nov. 1 — at Philadelphia	17-14
Nov. 9 — BUFFALO (Mon.)	27-14
Nov. 15 — at Detroit	24-27
Nov. 22 — WASHINGTON	24-10
Nov. 26 — CHICAGO (Thanks.)	10-9
Dec. 6 — at Baltimore	37-13
Dec. 13 — PHILADELPHIA	21-10
Dec. 19 — at N.Y. Giants (Sat.)*	10-13
W 12 L 4	**367-277**

DETROIT LIONS

Sept. 6 — SAN FRANCISCO	24-17
Sept. 13 — at San Diego	23-28
Sept. 20 — at Minnesota	24-26
Sept. 27 — OAKLAND	16-0
Oct. 4 — at Tampa Bay	10-28
Oct. 11 — at Denver	21-27
Oct. 19 — CHICAGO (Mon.)	48-17
Oct. 25 — GREEN BAY	31-27
Nov. 1 — at Los Angeles	13-20
Nov. 8 — at Washington	31-33
Nov. 15 — DALLAS	27-24
Nov. 22 — at Chicago	23-7
Nov. 26 — KANSAS CITY (Thanks.)	27-10
Dec. 6 — at Green Bay	17-31
Dec. 12 — MINNESOTA (Sat.)	7-45
Dec. 20 — TAMPA BAY	17-20
W 8 L 8	**397-322**

GREEN BAY PACKERS

Sept. 6 — at Chicago	16-9
Sept. 13 — ATLANTA	17-31
Sept. 20 — at Los Angeles	23-35
Sept. 27 — MINNESOTA (Milw.)	13-30
Oct. 4 — at New York Giants	27-14
Oct. 11 — TAMPA BAY	10-21
Oct. 18 — S. FRANCISCO (Milw.)	3-13
Oct. 25 — at Detroit	27-31
Nov. 1 — SEATTLE	34-24
Nov. 8 — N.Y. GIANTS (Milw.)	26-24
Nov. 15 — CHICAGO	21-17
Nov. 22 — at Tampa Bay	3-37
Nov. 29 — at Minnesota	35-23
Dec. 6 — DETROIT	31-17
Dec. 13 — at New Orleans	35-7
Dec. 20 — at New York Jets	3-28
W 8 L 8	**324-361**

LOS ANGELES RAMS

Sept. 6 — HOUSTON	20-27
Sept. 13 — at New Orleans	17-23
Sept. 20 — GREEN BAY	35-23
Sept. 28 — at Chicago (Mon.)	24-7
Oct. 4 — CLEVELAND	27-16
Oct. 11 — at Atlanta	37-35
Oct. 18 — at Dallas	17-29
Oct. 25 — at San Francisco	17-20
Nov. 1 — DETROIT	20-13
Nov. 8 — NEW ORLEANS	13-21
Nov. 15 — at Cincinnati	10-24
Nov. 22 — SAN FRANCISCO	31-33
Nov. 29 — at Pittsburgh	0-24
Dec. 6 — at New York Giants	7-10
Dec. 14 — ATLANTA (Mon.)	21-16
Dec. 20 — WASHINGTON	7-30
W 6 L 10	**303-351**

MINNESOTA VIKINGS

Sept. 5 — at Tampa Bay (Sat.)	13-21
Sept. 14 — OAKLAND (Mon.)	10-36
Sept. 20 — DETROIT	26-24
Sept. 27 — vs. Green Bay (Milw.)	30-13
Oct. 4 — CHICAGO	24-21
Oct. 11 — at San Diego	33-31
Oct. 18 — PHILADELPHIA	35-23
Oct. 25 — at St. Louis	17-30
Nov. 2 — at Denver (Mon.)	17-19
Nov. 8 — TAMPA BAY	25-10
Nov. 15 — NEW ORLEANS	20-10
Nov. 23 — at Atlanta (Mon.)	30-31
Nov. 29 — GREEN BAY	23-35
Dec. 6 — at Chicago	9-10
Dec. 12 — at Detroit (Sat.)	7-45
Dec. 20 — KANSAS CITY	6-10
W 7 L 9	**325-369**

NEW ORLEANS SAINTS

Sept. 5 — at Atlanta	0-27
Sept. 13 — LOS ANGELES	23-17
Sept. 20 — at New York Giants	7-20
Sept. 27 — at San Francisco	14-21
Oct. 4 — PITTSBURGH	6-20
Oct. 11 — PHILADELPHIA	14-31
Oct. 18 — at Cleveland	17-20
Oct. 25 — CINCINNATI	17-7
Nov. 1 — ATLANTA	10-41
Nov. 8 — at Los Angeles	21-13
Nov. 15 — at Minnesota	10-20
Nov. 22 — at Houston	27-24
Nov. 29 — TAMPA BAY	14-31
Dec. 6 — at St. Louis	3-30
Dec. 13 — GREEN BAY	7-35
Dec. 20 — SAN FRANCISCO	17-21
W 4 L 12	**207-378**

NEW YORK GIANTS

Sept. 6 — PHILADELPHIA	10-24
Sept. 13 — at Washington	17-7
Sept. 20 — NEW ORLEANS	20-7
Sept. 27 — at Dallas	10-18
Oct. 4 — GREEN BAY	14-27
Oct. 11 — ST. LOUIS	34-14
Oct. 18 — at Seattle	32-0
Oct. 25 — at Atlanta*	27-24
Nov. 1 — NEW YORK JETS	7-26
Nov. 8 — vs. Green Bay (Milw.)	24-26
Nov. 15 — WASHINGTON*	27-30
Nov. 22 — at Philadelphia	20-10
Nov. 29 — at San Francisco	10-17
Dec. 6 — LOS ANGELES	10-7
Dec. 13 — at St. Louis	20-10
Dec. 19 — DALLAS (Sat.)*	13-10
W 9 L 7	**295-257**

PHILADELPHIA EAGLES

Sept. 6 — at New York Giants	24-10
Sept. 13 — NEW ENGLAND	13-3
Sept. 17 — at Buffalo (Thurs.)	20-14
Sept. 27 — WASHINGTON	36-13
Oct. 5 — ATLANTA (Mon.)	16-13
Oct. 11 — at New Orleans	31-14
Oct. 18 — at Minnesota	23-35
Oct. 25 — TAMPA BAY	20-10
Nov. 1 — DALLAS	14-17
Nov. 8 — at St. Louis	52-10
Nov. 15 — BALTIMORE	38-13
Nov. 22 — NEW YORK GIANTS	10-20
Nov. 30 — at Miami (Mon.)	10-13
Dec. 6 — at Washington	13-15
Dec. 13 — at Dallas	10-21
Dec. 20 — ST. LOUIS	38-0
W 10 L 6	**368-221**

ST. LOUIS CARDINALS

Sept. 6 — MIAMI	7-20
Sept. 13 — at Dallas	17-30
Sept. 20 — WASHINGTON	40-30
Sept. 27 — at Tampa Bay	10-20
Oct. 4 — DALLAS	20-17
Oct. 11 — at New York Giants	14-34
Oct. 18 — at Atlanta	20-41
Oct. 25 — MINNESOTA	30-17
Nov. 1 — at Washington	21-42
Nov. 8 — PHILADELPHIA	10-52
Nov. 15 — BUFFALO	24-0
Nov. 22 — at Baltimore	35-24
Nov. 29 — at New England	27-20
Dec. 6 — NEW ORLEANS	30-3
Dec. 13 — NEW YORK GIANTS	10-20
Dec. 20 — at Philadelphia	0-38
W 7 L 9	**315-408**

SAN FRANCISCO 49ERS

Sept. 6 — at Detroit	17-24
Sept. 13 — CHICAGO	28-17
Sept. 20 — at Atlanta	17-34
Sept. 27 — NEW ORLEANS	21-14
Oct. 4 — at Washington	30-17
Oct. 11 — DALLAS	45-14
Oct. 18 — vs. Green Bay (Milw.)	13-3
Oct. 25 — LOS ANGELES	20-17
Nov. 1 — at Pittsburgh	17-14
Nov. 8 — ATLANTA	17-14
Nov. 15 — CLEVELAND	12-15
Nov. 22 — at Los Angeles	33-31
Nov. 29 — NEW YORK GIANTS	17-10
Dec. 6 — at Cincinnati	21-3
Dec. 13 — HOUSTON	28-6
Dec. 20 — at New Orleans	21-17
W 13 L 3	**357-250**

TAMPA BAY BUCCANEERS

Sept. 5 — MINNESOTA (Sat.)	21-13
Sept. 13 — at Kansas City	10-19
Sept. 20 — at Chicago	17-28
Sept. 27 — ST. LOUIS	20-10
Oct. 4 — DETROIT	28-10
Oct. 11 — at Green Bay	21-10
Oct. 18 — at Oakland	16-18
Oct. 25 — at Philadelphia	10-20
Nov. 1 — CHICAGO	20-10
Nov. 8 — at Minnesota	10-25
Nov. 15 — DENVER	7-24
Nov. 22 — GREEN BAY	37-3
Nov. 29 — at New Orleans	31-14
Dec. 6 — ATLANTA	24-23
Dec. 13 — SAN DIEGO	23-24
Dec. 20 — at Detroit	20-17
W 9 L 7	**315-268**

WASHINGTON REDSKINS

Sept. 6 — DALLAS	10-26
Sept. 13 — NEW YORK GIANTS	7-17
Sept. 20 — at St. Louis	30-40
Sept. 27 — at Philadelphia	13-36
Oct. 4 — SAN FRANCISCO	17-30
Oct. 11 — at Chicago	24-7
Oct. 18 — at Miami	10-13
Oct. 25 — NEW ENGLAND	24-22
Nov. 1 — ST. LOUIS	42-21
Nov. 8 — DETROIT	33-31
Nov. 15 — at New York Giants*	30-27
Nov. 22 — at Dallas	10-24
Nov. 29 — at Buffalo	14-21
Dec. 6 — PHILADELPHIA	15-13
Dec. 13 — BALTIMORE	38-14
Dec. 20 — at Los Angeles	30-7
W 8 L 8	**347-349**

NATIONAL FOOTBALL CONFERENCE STANDINGS

Eastern Division

	W	L	T	Pct.	Pts.	OP
Dallas	12	4	0	.750	367	277
Philadelphia	10	6	0	.625	368	221
N.Y. Giants	9	7	0	.563	295	257
Washington	8	8	0	.500	347	349
St. Louis	7	9	0	.438	315	408

Central Division

	W	L	T	Pct.	Pts.	OP
Tampa Bay	9	7	0	.563	315	268
Detroit	8	8	0	.500	397	322
Green Bay	8	8	0	.500	324	361
Minnesota	7	9	0	.438	325	369
Chicago	6	10	0	.375	253	324

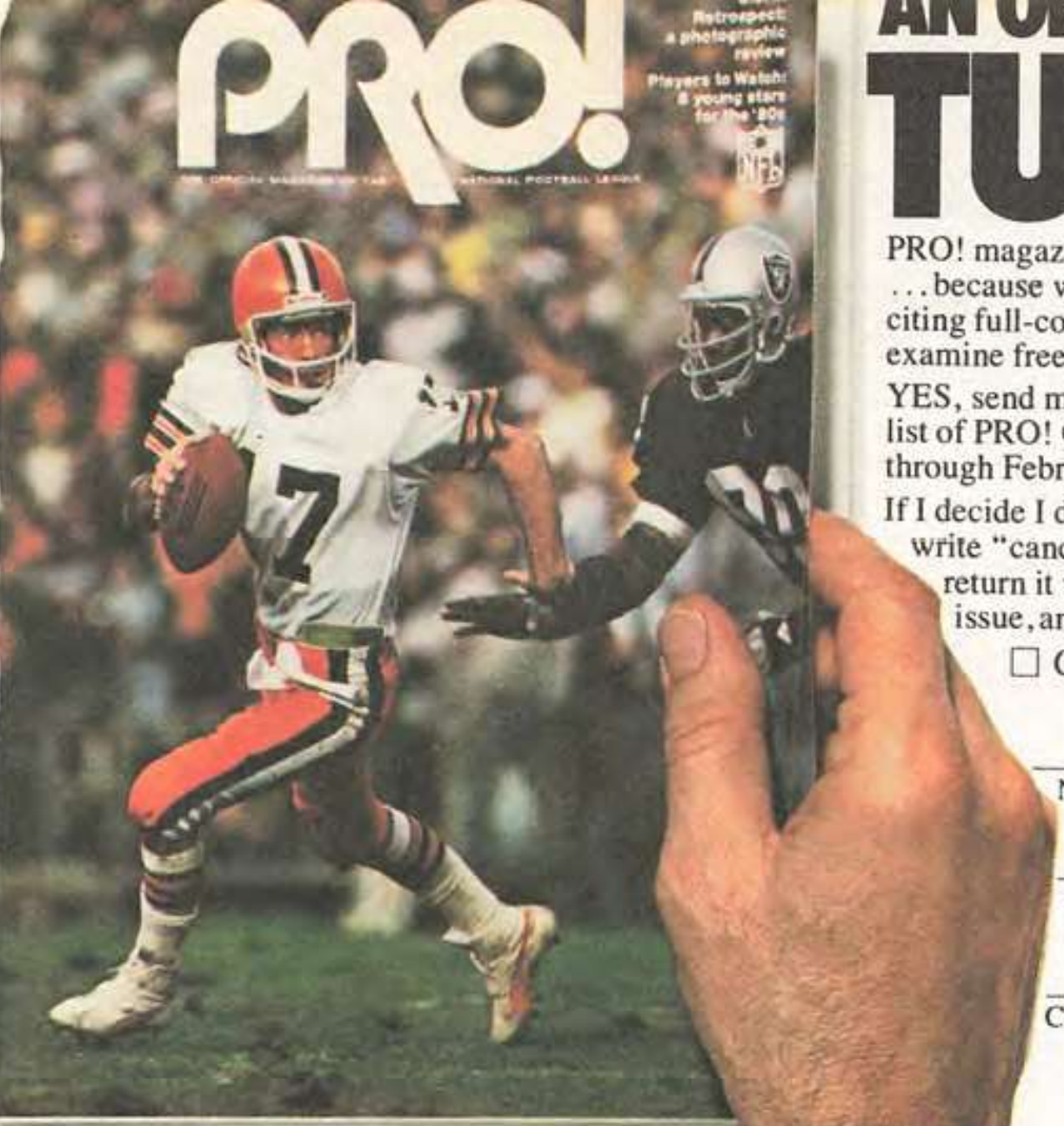
Western Division

	W	L	T	Pct.	Pts.	OP
San Francisco	13	3	0	.813	357	250
Atlanta	7	9	0	.438	426	355
Los Angeles	6	10	0	.375	303	351
New Orleans	4	12	0	.250	207	378

Wild Card Game
N.Y. Giants 27, Philadelphia 21

Divisional Playoffs
Dallas 38, Tampa Bay 0
San Francisco 38, N.Y. Giants 24

Championship Game
San Francisco 28, Dallas 27



B1M75J

AN OFFER FROM THE NFL...

TURN PRO!

PRO! magazine shows you professional football from the inside . . . because we're part of the NFL. For in-depth stories and exciting full-color photography. . . turn PRO! Get your trial copy to examine free, with no obligation.

YES, send me a trial copy of PRO!, and enter my name on the list of PRO! Charter Subscribers. Seven monthly issues, August through February, for only $18.

If I decide I don't wish to continue with PRO!, I'll write "cancel" across the invoice you'll send me, return it within 10 days of receiving the trial issue, and be under no further obligation.

☐ Check enclosed. ☐ Bill me later.

NFL

Name

Address

City State Zip

For foreign subscription, $25.

Call toll-free 1-800-453-9500 or mail this postage paid card.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 863 FARMINGDALE, NEW YORK

POSTAGE WILL BE PAID BY ADDRESSEE

PRO! Magazine
P.O. Box 939
Farmingdale, New York 11737

The NFL SuperPro Club:
FOR KIDS ONLY

Sorry, mom and dad, but the NFL SuperPro Club is just for kids.

We know it's fun to be a member. We know it's great to get those three big mailings a year. But we had to draw the line somewhere.

Who knows? Maybe your kids will let you borrow their membership cards sometime.

Sign Up Your SuperPros Today!

It's easy to be a SuperPro. Just fill out the coupon below, enclose a check or money order for $6 made out to NFL SuperPro Club, seal this envelope, and mail. No postage is necessary.

Name _____ Age _____

Address _____

City/State/Zip _____

Telephone _____

Favorite NFL team _____

Please allow 4–6 weeks for delivery.
Tear off, moisten, fold down, and mail. No stamp required. **SBP**

Here's What NFL SuperPros Receive:

- Team-Identified Membership Card
- NFL SuperPro Club T-Shirt Transfer
- NFL SuperPro Club Flying Saucer
- Three NFL Books
- Official Super Bowl Poster
- NFL SuperPro Club Newsletters
- Team Standings Board
- NFL Team Decals

It's Fun...and It's Just for Kids!

© 1982 National Football League Properties, Inc. All rights reserved.

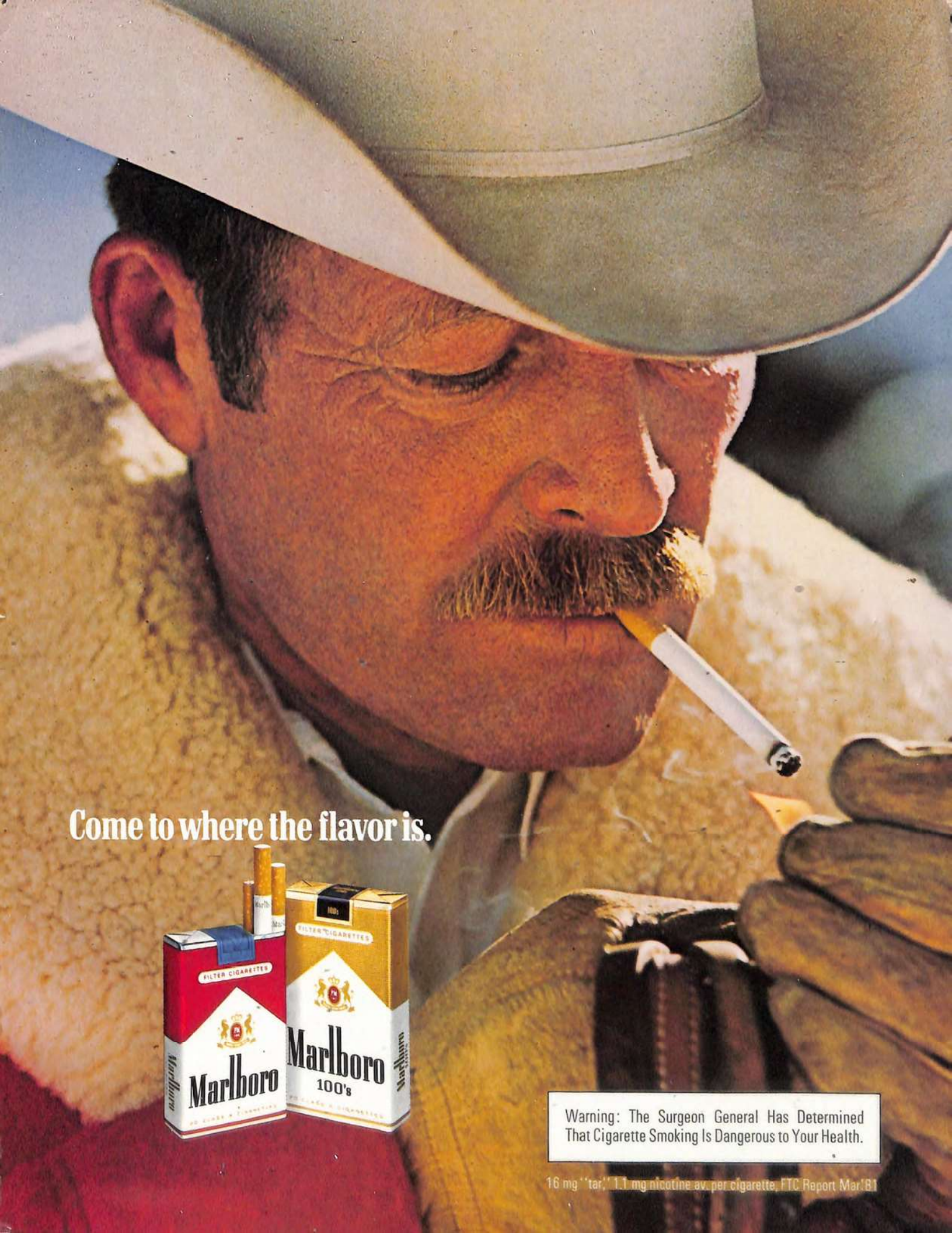
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 1348 TRENTON, NJ

NFL SuperPro Club
P.O. Box 8888
Trenton, NJ 08650

Paste Flap Here


Come to where the flavor is.
FILTER CIGARETTES
Marlboro
FILTER CIGARETTES
Marlboro
100's
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
16 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Mar.'81

ONLY ZENITH LETS YOU MAKE A TELEPHONE CALL THROUGH YOUR TELEVISION SET.

Here's how it works:

Push the Space Phone button. And now your System 3 Television works like a remote telephone. You can take or make calls anywhere in the world.

Dial the number you want. It prints out on the screen so you can see if you're dialing it right. In case you get a busy signal you can even program Advanced Space Phone™ to re-dial automatically.

When they answer, talk. The set itself works just like a speaker phone. The person you're calling hears you through a microphone built into the set. If you don't want them to hear what's said in the room, there's even a mute/privacy button you can push.

Advanced Space Phone™ is an amazing piece of technology that's built into a variety of 25" and 19" (diagonal) System 3 sets. But that's not all that's built in.

There's our PRP circuit which provides a 25% sharper picture than ordinary TV, the sharpest in Zenith history.

There's the Tri-Focus Picture Tube with three focusing actions—one more than ordinary picture tubes. Color Sentry for automatic color control. And our Triple Plus Chassis, designed to be the most reliable ever.

Zenith System 3. When it comes to making a television set, Zenith has never been closer to perfection.

ZENITH
SYSTEM 3

ZENITH®

THE QUALITY GOES IN BEFORE THE NAME GOES ON.®

Model shown: The Panorama XIII. Model SN2541X. Ultramodern styling with smooth, curvilinear silver color front. Simulated grained rosewood top and ends. Simulated TV picture.